

Tourism & Events Department 7506 E. Indian School Road Scottsdale, AZ 85251 480.312.7177

To: Linda Dillenbeck, Vice Chairperson

**Tourism Development Commission** 

From: Steve Geiogamah, Tourism Development Manager

Date: March 20, 2018

Subject: Staff Report – Tourism Reports

## **Bed Tax Collection Report**

This report provides a summary of monthly tax collections for the city's transient occupancy tax (bed tax), hotel/motel sales tax and sales tax on miscellaneous retail and restaurant as a percentage change from the same period in the previous year.

## Highlights for Business Activity in January 2018

January bed tax collections were down (88%) with YTD collections flat (11%). Miscellaneous retail tax collections were up YTD (12%) and restaurants were up YTD (8%). This report is on a cash basis, so only the cash that is received within the month is included.

January hotel classification report indicates YTD bed tax collections for resorts were down (6.5%), full service property were up (10.7%) and limited service properties were down (-7.4%). The hotel classification report pulls data based on the reporting period not the actual receipt collections.

## Tourism Program Special Revenue (Bed Tax) Proforma

The Tourism Program Proforma provides revenue and expenditures for the current and prior fiscal years as well as the adopted budget.

## Highlights as February 28, 2018

Highlighted changes include the City Council event funding approval for the Scottsdale Culinary Event as well as the February TDC event funding recommendations for the Cinco de Mario and Fahrenheit Festivals.

## **Smith Travel Report**

The City of Scottsdale contracts annually with Smith Travel Research (STR) to track hotel data (average room rate, occupancy, etc.) in the Scottsdale/Paradise Valley Market Area and its competing destinations.

Highlights for January 2018 (Scottsdale Trend Report-59 properties)

Over the past 12 months occupancy is slightly up (1.1%) average daily rate (\$195.64) is up (3.8%) and Rev Par (\$134.11) is up (5.0%) when compared to the same period last year.

Segment Trend Report (Transient, Group, Contract-25 properties report)

Over the past 12 months occupancy is slightly down (-0.2%) average daily rate (3.4%) and rev par (3.2%) continue to be both up.

## **Regional Reports**

Trend Scottsdale Downtown (17 properties report)

Over the past 12 months occupancy is up (3.6%) average daily rate (\$155.39) is up (1.5) and Rev Par (\$112.18) is up (5.2%) when compared to the same period last year.

Trend Scottsdale Middle (31 properties report)

Over the past 12 months occupancy is slightly up (0.5%) average daily rate (\$193.26) is up (5.2%) and Rev Par (\$128.18) is up (5.7%) when compared to the same period last year.

Trend Scottsdale North (11 properties report)

Over the past 12 months occupancy is slightly up (0.2%) average daily rate (\$233.72) is up (3.4%) and Rev Par (\$163.51) is up (3.6%) when compared to the same period last year.

**Hotel Performance Indicator Definitions** 

Occupancy is calculated by rooms sold divided by rooms available multiplied by 100. Average Daily Rate is calculated by taking room revenue divided by rooms sold. Rev Par is calculated by dividing room revenue by rooms available.

## **Program Updates**

Any program updates will be provided at the March TDC meeting.

## BED TAX COLLECTION REPORT - FY 17/18

## Prepared by the City of Scottsdale Tourism Events Department March 20 ,2018 (Preliminary)

#### Item 9a

This report provides a summary of monthly collections of City revenues that reflect activity in the Tourism Industry in Scottsdale. Column one shows the actual month of business activity, not the City receipt of the taxes.

**Table 1** reports the bed tax, the hotel/motel sales tax, the sales tax on miscellaneous retail and the sales tax on restaurants as a percentage change from the same period in the previous year.

**Table 2** provides Bed Tax collections by hotel classification (Resort, Full Service and Limited Service) and a comparison with the same period last year and FY16/17 property pre-classification. As a percentage of 8,727 total hotel rooms in the City as of August 2017. Resort hotels represent 45%, Full Service hotels 21%, and Limited Service hotels 34%.

\*Bed Tax Classification Table reflects only funds received from a specific month. It does not include late payments received.

# Table 1 Tourism Indicators as reflected in Monthly City <u>Sales Tax Revenues</u>

FY17-18 (July 1, 2017 through June 30, 2018) -- Change from the same period last year

| Month of                 | Period Share | 16/17 Bed Tax | FY17/18 Bed     | Room Rev.  | Hotel/Motel | Misc. Retail | Restaurant |
|--------------------------|--------------|---------------|-----------------|------------|-------------|--------------|------------|
| <b>Business Activity</b> | of Annual    | Collections   | Tax Collections | Tax Change | Tax Change  | Sales Tax    | Tax Change |
| <sup>1</sup> June        | 4.6%         | \$860,598     | \$1,176,941     | 37.0%      | 73.0%       | -15.0%       | 0.0%       |
| <sup>2</sup> July        | 4.0%         | \$739,002     | \$902,085       | 22.0%      | 45.0%       | 56.0%        | 13.0%      |
| <sup>3</sup> August      | 3.9%         | \$719,101     | \$929,939       | 29.0%      | 57.0%       | -6.0%        | -9.0%      |
| <sup>4</sup> September   | 6.4%         | \$1,196,588   | \$999,185       | -16.0%     | -11.0%      | 10.0%        | 18.0%      |
| <sup>5</sup> October     | 8.4%         | \$1,557,281   | \$1,436,557     | -8.0%      | 1.0%        | 0.0%         | -16.0%     |
| <sup>6</sup> November    | 8.4%         | \$1,572,604   | \$1,530,091     | -3.0%      | 10.0%       | -6.0%        | 2.0%       |
| <sup>7</sup> December    | 6.3%         | \$1,173,835   | \$850,806       | -28.0%     | -80.0%      | 2.0%         | 5.0%       |
| <sup>8</sup> January     | 6.0%         | \$1,115,043   | \$2,098,049     | 88.0%      | 53.0%       | 89.0%        | 72.0%      |
| February                 | 13.0%        | \$2,417,432   |                 |            |             |              |            |
| March                    | 13.2%        | \$2,458,315   |                 |            |             |              |            |
| April                    | 16.4%        | \$3,054,168   |                 |            |             |              |            |
| May                      | 9.5%         | \$1,761,758   |                 |            |             |              |            |
| Year to date             | 100.0%       | \$18,625,725  | \$9,923,653     | 11.0%      | 12.0%       | 12.0%        | 8.0%       |

<sup>&</sup>lt;sup>1</sup>Some hotels hadnt yet filed for June. The data above shows payments from the prior month that were received in July

<sup>&</sup>lt;sup>2</sup>There were five weeks of payments included in this month, which is why the increases are so high.

<sup>&</sup>lt;sup>3</sup>There are some delinquent taxpayers in the hotel classification. However, the figures don't reflect that due to a taxpayer paying Scottsdale instead of the correct jurisdiction. There will be a correction to the taxes in a future period.

<sup>&</sup>lt;sup>4</sup>There have been some late received payments. There are also some delinquent tax returns for a couple hotels.

<sup>&</sup>lt;sup>5</sup>There are a few late filing hotels this month

<sup>&</sup>lt;sup>6</sup>There are some late payments for the hotel/motel classification. Additionally, the hotel that reported to us in error has not corrected their tax returns yet.

<sup>&</sup>lt;sup>7</sup>The hotel that paid us in error was corrected this month, which caused the significant decreases.

<sup>&</sup>lt;sup>8</sup>The large increases are due to ADOR taking over collections a year ago which changed the timing of payments from daily to weekly.

## MONTHLY BED TAX COLLECTION REPORT BY HOTEL CLASSIFICATION - FY 17/18

Prepared by the City of Scottsdale Tourism Events Department March 20, 2018 (Preliminary)

Item 9b

### Table 2

FY17-18 (July 1, 2017 through June 30, 2018) -- Change from the same period last year

|                   |               |              |              |              | Limited-       |              |
|-------------------|---------------|--------------|--------------|--------------|----------------|--------------|
|                   |               |              | Full-Service |              | Service Hotels |              |
| Month of Business | Resort Hotels | % Change     | Hotels       | % Change     |                | % Change     |
| Activity          | 3,917 Rooms   | from FY16/17 | 1,854 Rooms  | from FY16/17 | 2,956 Rooms    | from FY16/17 |
| June              | \$460,575     | -15.0%       | \$107,376    | -9.2%        | \$165,537      | -11.3%       |
| July              | \$462,458     | -0.7%        | \$73,531     | -19.3%       | \$113,834      | -27.8%       |
| August            | \$445,724     | 1.1%         | \$76,082     | -24.8%       | \$136,287      | -15.1%       |
| September         | \$629,502     | -17.8%       | \$95,857     | -38.7%       | \$168,733      | -25.6%       |
| October           | \$849,525     | -16.2%       | \$166,910    | -22.0%       | \$275,386      | -11.5%       |
| November          | \$833,001     | -14.9%       | \$170,236    | -13.4%       | \$272,258      | -12.8%       |
| December          | \$685,971     | -13.1%       | \$113,571    | -29.0%       | \$231,446      | -0.9%        |
| January           | \$1,168,486   | 7.6%         | \$261,238    | 12.4%        | \$383,413      | 2.1%         |
| February          |               |              |              |              |                |              |
| March             |               |              |              |              |                |              |
| April             |               |              |              |              |                |              |
| May               |               |              |              |              |                |              |
| Year to date      | \$5,535,242   | -6.5%        | \$1,064,801  | 10.7%        | \$1,746,894    | -7.4%        |
|                   | 66.31%        |              | 12.76%       |              | 20.93%         |              |

Table 2 report does not include late payment or adjustments

Please note that all of the Taxpayers that make up this report have been reviewed for proper classification and adjustments were made when necessary.

## City of Scottsdale

Tourism Development Fund as of February 28, 2018

| - | ,    |    |
|---|------|----|
|   | Item | 9c |

|  | Item 9c  |  |  |  |                               |                                 |
|--|--|--|--|--|-------------------------------|---------------------------------|
|  | FY 2017/18   | FY 2017/18                                       | FY 2018/19                             | FY 2019/20                             | FY 2020/21                    | FY 2021/22                      |
|  | Adopted  | Estimates  | Estimates                              | Estimates                              | Estimates                     | Estimates                       |
| REVENUE  |  |  |  |  |                               |                                 |
| Bed Tax  | 19,441,159   | 19,441,159                                       | 20,063,300                             | 20,665,200                             | 21,285,100                    | 21,923,700                      |
| Princess Lease   | 1,667,227  | 1,667,227  | 1,708,900                              | 1,743,100                              | 1,760,500                     | 1,778,100                       |
| Event Notification and Survey Program  | 13,500   | 13,500   | 13,500                                 | 13,500                                 | 13,500                        | 13,500                          |
| Miscellaneous TOURISM REVENUES   | 7,000<br><b>21,128,886</b>                         | 7,000<br><b>21,128,886</b>                       | 7,000<br><b>21,792,700</b>             | 7,000<br><b>22,428,800</b>             | 7,000<br><b>23,066,100</b>    | 7,000<br>23,722,300             |
| EXPENSES   | 21,120,000   | 21,120,000                                       | 21,792,700                             | 22,420,000                             | 23,000,100                    | 23,722,300                      |
| Destination Marketing (50% of bed tax revenue)   | (9,720,580)  | (9,720,580)                                      | (10,031,600)                           | (10,332,600)                           | (10,642,500)                  | (10,961,800)                    |
| General Fund Allocation  | (1,500,000)  | (1,500,000)                                      | (1,500,000)                            | (1,500,000)                            | (1,500,000)                   | (1,500,000)                     |
| Event Retention and Development  | , , ,  | , , , ,  | , , ,                                  | , , ,                                  | , , ,                         | , , , ,                         |
| Uncommitted  | (816,714)  | (116,457)  | (214,991)                              | (353,267)                              | (608,773)                     | (601,500)                       |
| Multi Year Event Funding Agreements  | (010,714)  | (110,437)  | (214,551)                              | (333,207)                              | (000,113)                     | (001,300)                       |
| Parada del Sol Parade (Council approved 07/05/17) Year 1 of a 5 year agreement   | -  | (79,400)   | (79,400)                               | (79,400)                               | (79,400)                      | (79,400)                        |
| Fiesta Bowl (20 yr agreement since 2006) Year 12 of 20 year agreement  | (161,643)  | (161,643)  | (168,109)                              | (174,833)                              | (181,827)                     | (189,100)                       |
| Scottsdale International Film Festival (Council approved 07/05/17) Year 1 of a 3 year agreement  | -  | (37,500)   | (37,500)                               | (37,500)                               | -                             | -                               |
| NCHA Cutting Horse Event (Council approved 03/07/17) Year 2 of a 2 year agreement  | (30,000)   | (30,000)   |  | ·                                      | -                             | -                               |
| The Scottsdale Gallery Association (council approved 08/29/17) Year 1 of a 3 year agreement  | -  | (75,000)   | (75,000)                               | (75,000)                               | -                             | -                               |
| Parada del Sol Rodeo (Council approved 11/28/17) Year 1 of 3 year agreement  | -  | (75,000)   | (75,000)                               | (75,000)                               | -                             | -                               |
| Scottsdale Culinary Event (Council approval 01/08/18) Year 1 of 3 year agreement  Total Multi Year Event Funding Agreements  | (191,643)  | (75,000)<br>( <b>533,543</b> )                   | (75,000)<br>( <b>510,009</b> )         | (75,000)<br>( <b>516,733</b> )         | (261,227)                     | (268,500)                       |
| - · ·  | (131,043)  | (555,545)  | (370,003)                              | (510,733)                              | (201,221)                     | (200,300)                       |
| One Year Event Funding Agreements  |  | <b>(=====</b> )                                  |  |  |                               |                                 |
| Off Road Expo (Council approved 07/06/16, approved additional year one year 10/17/17)  | -  | (75,000)   | -                                      | -                                      | -                             | -                               |
| Grand Prix Event (Council approved one year 10/25/16, approved additional one year 08/29/17) International Off Road Expo (Council approved 11/13/17)   | -  | (75,000)   | -                                      | -                                      | -                             | -                               |
| Fahrenheit Festival (pending Council approved 17/13/17)  | -  | (70,000)   | (75,000)                               | -                                      | -                             | -                               |
| Cinco de Mario (pending Council approval 03/20/18)   |  |  | (70,000)                               |  |                               |                                 |
| Total One Year Event Funding Agreements  |  | (220,000)  | (145,000)                              |  |                               | -                               |
| Firent Breamann  |  | , , ,  | . , ,                                  |  |                               |                                 |
| Event Programs  Matching Event Advertising Funding Program   |  | (110,000)  | (110,000)                              | (110,000)                              | (110,000)                     | (110,000)                       |
| Event Venue Fee Program  | -  | (20,000)   | (20,000)                               | (20,000)                               | (20,000)                      | (20,000)                        |
| Community Events Program   | _  | (200,000)  | (200,000)                              | (200,000)                              | (200,000)                     | (200,000)                       |
| Total Event Programs   | -  | (330,000)  | (330,000)                              | (330,000)                              | (330,000)                     | (330,000)                       |
| Total Events   | (1,200,000)  | (1,200,000)                                      | (1,200,000)                            | (1,200,000)                            | (1,200,000)                   | (1,200,000)                     |
| Administrative/Other Professional Services   |  |  |  |  |                               |                                 |
| Administrative Expenses  | (274,641)  | (271,635)  | (277,541)                              | (277,441)                              | (277,241)                     | (277,141)                       |
| Tourism Research   | (90,000)   | (90,000)   | (90,000)                               | (90,000)                               | (90,000)                      | (90,000)                        |
| 5-yr Tourism Strategic Plan  Total Admin/Other   | (132,359)<br>(497,000)                             | (132,359)<br>(493,994)                           | (132,359)<br>( <b>499,900</b> )        | (132,359)<br>(499,800)                 | (132,359)<br>(499,600)        | (132,359)<br>( <b>499,500</b> ) |
| One-time Commitments:  | (497,000)  | (493,994)  | (499,900)                              | (499,000)                              | (499,000)                     | (499,500)                       |
| One-time commitments - uncommitted   | (500,000)  | (500,000)  | (500,000)                              | (500,000)                              | (500,000)                     | (500,000)                       |
| Total One-time Commitments   | (500,000)  | (500,000)  | (500,000)                              | (500,000)                              | (500,000)                     | (500,000)                       |
| Multi-year Commitments for Capital Projects  |  |  |  |  |                               |                                 |
| WestWorld debt service (80-acres started FY 2006/07, ends FY 2034/35)  | (600,000)  | (600,000)  | (600,000)                              | (600,000)                              | (600,000)                     | (600,000)                       |
| TNEC Equestrian Center debt service (started FY 2012/13, ends FY 2032/33)  | (1,200,000)  | (1,200,000)                                      | (1,200,000)                            | (1,200,000)                            | (1,200,000)                   | (1,200,000)                     |
| Museum of the West debt service (started FY 2014/15, ends FY 2033/34)  | (891,763)  | (891,763)  | (893,000)                              | (889,200)                              | (889,500)                     | (893,900)                       |
| TPC renovations debt service (started FY 2014/15, ends FY 2033/34)   | (900,000)  | (900,000)  | (900,000)                              | (900,000)                              | (900,000)                     | (900,000)                       |
| Total Capital Projects   | (3,591,763)  | (3,591,763)                                      | (3,593,000)                            | (3,589,200)                            | (3,589,500)                   | (3,593,900)                     |
| TOTAL EXPENSES   | (17,009,343)                                       | (17,006,337)                                     | (17,324,500)                           | (17,621,600)                           | (17,931,600)                  | (18,255,200)                    |
| CARRYOVER  |  |  |  |  |                               |                                 |
| Beginning Balance  | 12,671,579   | 12,849,838                                       | 12,211,459                             | 15,934,832                             | 19,997,205                    | 24,386,878                      |
| Current year fund balance - available for capital projects (up to \$600,000 per project)   | 4,119,543  | 4,122,549  | 4,468,200                              | 4,807,200                              | 5,134,500                     | 5,467,100                       |
| TOTAL CARRYOVER FUNDS  | 16,791,122   | 16,972,387                                       | 16,679,659                             | 20,742,032                             | 25,131,705                    | 29,853,978                      |
| Carryover Uses Trolley Expenses  | (300,327)  | (300,327)  | (300,327)                              | (300,327)                              | (300,327)                     | (300,327)                       |
| Event Notification and Survey Program, Banner Program  | (20,173)   | (13,500)   | (13,500)                               | (13,500)                               | (13,500)                      | (13,500)                        |
| Strategic Plan carryover   | (331,000)  | (331,000)  | (331,000)                              | (331,000)                              | (331,000)                     | (331,000)                       |
| Tourism Strategic Plan - years 4 and 5   | (250,000)  | (366,247)  |  | -                                      | -                             |                                 |
| Museum of the West 5-yr donation match (up to \$400k/year thru FY17/18)  | (400,000)  | (400,000)  | -                                      | -                                      | -                             | -                               |
| Promotion of downtown  | (300,000)  | (300,000)  | -                                      | -                                      | -                             | -                               |
| Electrical outlets downtown  | (520,354)  | (520,354)  | -                                      |  |                               |                                 |
| WestWorld marketing fee - transfer out to General Fund   | (100,000)  | (100,000)  | (100,000)                              | (100,000)                              | (100,000)                     | (100,000)                       |
| Canal Convergence (Council approved 06/27/17)  |  |  | -                                      | -                                      | -                             | -                               |
|  | =  | (650,000)  |  |  |                               |                                 |
| Thunderbird memorial - Airport (Council approved 1/24/17)  | -  | (412,500)  | -                                      | -                                      | -                             | -                               |
| WestWorld improvements (parking Lot G and relocate electrical in lot H) (Council approved 10/17/17)  | -<br>-<br>-  | (412,500)<br>(490,000)                           | -                                      | <del>-</del><br>-                      | -                             | -                               |
| WestWorld improvements (parking Lot G and relocate electrical in lot H) (Council approved 10/17/17) WestWorld portable RV Pedestals (Council approved 10/17/17)  | - 1<br>-<br>-<br>-<br>-                            | (412,500)<br>(490,000)<br>(377,000)              | -<br>-<br>-                            | -<br>-<br>-                            | -<br>-<br>-                   | -<br>-<br>-                     |
| WestWorld improvements (parking Lot G and relocate electrical in lot H) (Council approved 10/17/17)  | -<br>-<br>-<br>-<br>(2,221.854)                    | (412,500)<br>(490,000)<br>(377,000)<br>(500,000) | -<br>-<br>-<br>-<br>(744.827)          | -<br>-<br>-<br>-<br>(744.827)          | -<br>-<br>-<br>-<br>(744.827) | -<br>-<br>-<br>-<br>(744.827)   |
| WestWorld improvements (parking Lot G and relocate electrical in lot H) (Council approved 10/17/17) WestWorld portable RV Pedestals (Council approved 10/17/17) Museum of the West Education Program (Council approved 10/17/17) | -<br>-<br>-<br>-<br>-<br>(2,221,854)<br>14,569,268 | (412,500)<br>(490,000)<br>(377,000)              | -<br>-<br>-<br>(744,827)<br>15,934,832 | -<br>-<br>-<br>(744,827)<br>19,997,205 | (744,827)<br>24,386,878       | (744,827)<br>29,109,151         |

#### Date Created: Feb 16, 2018

## City of Scottsdale, AZ

For the Month of January 2018

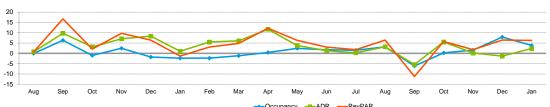




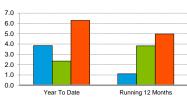
735 East Main Street, Hendersonville, TN 37075 USA T: +1 615 824 8664 support@str.com www.str.com

Blue Fin Building, 110 Southwark Street, London SE1 0TA T: +44 (0)20 7922 1930 hotelinfo@str.com www.str.com

## Monthly Percent Change



## Overall Percent Change



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|---|-------------------|----------------------------------|--------------------|--------------------|-------------------|-------------------|-------------------|-------------------|--------------------------|---------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|------------|--------------------------|--------------------------|----------------------------|----------------------------|------------------------|
|   |                   |                                  |                    |                    |                   |                   | →-Occup           | ancyA             | DR —Rev                  | PAR                                   |                          |                          |                          |                          |                          |                          |                          |                          |            | <b>0</b>                 | ccupancy                 | ADR ■RevPAI                | 2                          |                        |
| 000000000000000000000000000000000000000 |                   |                                  | 2016               |                    |                   |                   |                   |                   |                          |                                       | 2                        | 2017                     |                          |                          |                          |                          |                          | 2018                     |            | Year To Date             |                          | R                          | unning 12 Monti            | hs                     |
| Occupancy (%)                           | Aug               | Sep                              | Oct                | Nov                | Dec               | Jan               | Feb               | Mar               | Apr                      | May                                   | Jun                      | Jul                      | Aug                      | Sep                      | Oct                      | Nov                      | Dec                      | Jan                      | 2016       | 2017                     | 2018                     | 2016                       | 2017                       | 2018                   |
| This Year                               | 54.2              | 62.1                             | 70.1               | 70.5               | 56.0              | 69.3              | 83.1              | 88.6              | 79.3                     | 69.7                                  | 60.6                     | 53.3                     | 55.9                     | 58.3                     | 70.2                     | 71.7                     | 60.4                     | 71.9                     | 70.9       | 69.3                     | 71.9                     | 67.6                       | 67.8                       | 68.5                   |
| Last Year                               | 54.2              | 58.4                             | 70.8               | 68.8               | 57.0              | 70.9              | 85.1              | 89.7              | 79.0                     | 68.0                                  | 59.6                     | 52.5                     | 54.2                     | 62.1                     | 70.1                     | 70.5                     | 56.0                     | 69.3                     | 73.5       | 70.9                     | 69.3                     | 67.2                       | 67.6                       | 67.8                   |
| Percent Change                          | 0.0               | 6.3                              | -1.0               | 2.5                | -1.8              | -2.3              | -2.3              | -1.1              | 0.4                      | 2.4                                   | 1.7                      | 1.5                      | 3.1                      | -6.1                     | 0.2                      | 1.6                      | 7.9                      | 3.8                      | -3.5       | -2.3                     | 3.8                      | 0.5                        | 0.3                        | 1.1                    |
| _                                       |                   |                                  |                    |                    |                   |                   |                   |                   |                          |                                       |                          |                          |                          |                          |                          |                          |                          |                          |            |                          |                          |                            |                            |                        |
| ADR                                     |                   |                                  | 2016               |                    |                   |                   |                   |                   |                          |                                       | 2                        | 2017                     |                          |                          |                          |                          |                          | 2018                     |            | Year To Date             |                          | R                          | unning 12 Month            | hs                     |
| 7.51.                                   | Aug               | Sep                              | Oct                | Nov                | Dec               | Jan               | Feb               | Mar               | Apr                      | May                                   | Jun                      | Jul                      | Aug                      | Sep                      | Oct                      | Nov                      | Dec                      | Jan                      | 2016       | 2017                     | 2018                     | 2016                       | 2017                       | 2018                   |
| This Year                               | 106.20            | 160.09                           | 190.75             | 193.47             | 173.99            | 224.80            | 258.04            | 287.59            | 237.93                   | 173.09                                | 121.80                   | 110.71                   | 109.59                   | 151.40                   | 201.33                   | 193.86                   | 171.67                   | 230.09                   | 222.51     | 224.80                   | 230.09                   | 182.57                     | 188.43                     | 195.64                 |
| Last Year                               | 105.42            | 145.85                           | 184.98             | 180.69             | 160.58            | 222.51            | 244.59            | 271.16            | 213.01                   | 166.74                                | 120.26                   | 110.42                   | 106.20                   | 160.09                   | 190.75                   | 193.47                   | 173.99                   | 224.80                   | 249.11     | 222.51                   | 224.80                   | 174.92                     | 182.57                     | 188.43                 |
| Percent Change                          | 0.7               | 9.8                              | 3.1                | 7.1                | 8.4               | 1.0               | 5.5               | 6.1               | 11.7                     | 3.8                                   | 1.3                      | 0.3                      | 3.2                      | -5.4                     | 5.5                      | 0.2                      | -1.3                     | 2.4                      | -10.7      | 1.0                      | 2.4                      | 4.4                        | 3.2                        | 3.8                    |
|   |                   |                                  |                    |                    |                   |                   |                   |                   |                          |                                       |                          |                          |                          |                          |                          |                          |                          |                          |            |                          |                          |                            |                            |                        |
| RevPAR                                  |                   | _                                | 2016               |                    | _                 |                   |                   |                   |                          |                                       |                          | 2017                     |                          |                          |                          |                          | _                        | 2018                     |            | Year To Date             |                          |                            | unning 12 Month            |                        |
|   | Aug               | Sep                              | Oct                | Nov                | Dec               | Jan               | Feb               | Mar               | Apr                      | May                                   | Jun                      | Jul                      | Aug                      | Sep                      | Oct                      | Nov                      | Dec                      | Jan                      | 2016       | 2017                     | 2018                     | 2016                       | 2017                       | 2018                   |
| This Year                               | 57.51             | 99.40                            | 133.65             | 136.45             | 97.36             | 155.69            | 214.40            | 254.90            | 188.72                   | 120.56                                | 73.86                    | 59.03                    | 61.21                    | 88.24                    | 141.39                   | 138.91                   | 103.66                   | 165.48                   | 157.77     | 155.69                   | 165.48                   | 123.34                     | 127.74                     | 134.11                 |
| Last Year                               | 57.11<br>0.7      | 85.17<br>16.7                    | 130.93             | 124.35<br>9.7      | 91.48<br>6.4      | 157.77            | 208.04            | 243.13<br>4.8     | 168.21                   | 113.41                                | 71.68                    | 57.99<br>1.8             | 57.51<br>6.4             | 99.40                    | 133.65                   | 136.45                   | 97.36<br>6.5             | 155.69<br>6.3            | 183.05     | 157.77                   | 155.69<br>6.3            | 117.53<br>4.9              | 123.34                     | 127.74                 |
| Percent Change                          | 0.7               | 16.7                             | 2.1                | 9.7                | 6.4               | -1.3              | 3.1               | 4.8               | 12.2                     | 6.3                                   | 3.0                      | 1.8                      | 6.4                      | -11.2                    | 5.8                      | 1.8                      | 6.5                      | 6.3                      | -13.8      | -1.3                     | 6.3                      | 4.9                        | 3.6                        | 5.0                    |
|   |                   |                                  | 2016               |                    |                   |                   |                   |                   |                          |                                       | -                        | 2017                     |                          |                          |                          |                          |                          | 2018                     |            | Year To Date             |                          |                            | unning 12 Month            | he                     |
| Supply                                  | Aug               | Sep                              | Oct                | Nov                | Dec               | Jan               | Feb               | Mar               | Apr                      | May                                   | Jun                      | Jul                      | Aug                      | Sep                      | Oct                      | Nov                      | Dec                      | Jan                      | 2016       | 2017                     | 2018                     | 2016                       | 2017                       | 2018                   |
| This Year                               | 369,241           | 357,330                          | 369,458            | 357,540            | 375,689           | 375,751           | 339,752           | 376,154           | 364,020                  | 369,489                               | 357,570                  | 369.489                  | 369,489                  | 357.570                  | 374.139                  | 362,070                  | 374,139                  | 380,742                  | 366,420    | 375,751                  | 380,742                  | 4,322,955                  | 4,369,492                  | 4,394,62               |
| Last Year                               | 359,538           | 357,720                          | 369,644            | 354,600            | 366,420           | 366,420           | 330,960           | 366,420           | 358,380                  | 373,581                               | 361,530                  | 373,612                  | 369,241                  | 357,330                  | 369,458                  | 357,540                  | 375,689                  | 375,751                  | 369,830    | 366,420                  | 375,751                  | 4,360,556                  | 4,322,955                  | 4,369,49               |
| Percent Change                          | 2.7               | -0.1                             | -0.1               | 0.8                | 2.5               | 2.5               | 2.7               | 2.7               | 1.6                      | -1.1                                  | -1.1                     | -1.1                     | 0.1                      | 0.1                      | 1.3                      | 1.3                      | -0.4                     | 1.3                      | -0.9       | 2.5                      | 1.3                      | -0.9                       | 1.1                        | 0.6                    |
|   |                   |                                  |                    |                    |                   |                   |                   |                   |                          |                                       |                          |                          |                          |                          |                          |                          |                          |                          |            |                          |                          |                            |                            |                        |
| Demand                                  |                   |                                  | 2016               |                    |                   |                   |                   |                   |                          |                                       | 2                        | 2017                     |                          |                          |                          |                          |                          | 2018                     |            | Year To Date             |                          | R                          | unning 12 Month            | hs                     |
| Demand                                  | Aug               | Sep                              | Oct                | Nov                | Dec               | Jan               | Feb               | Mar               | Apr                      | May                                   | Jun                      | Jul                      | Aug                      | Sep                      | Oct                      | Nov                      | Dec                      | Jan                      | 2016       | 2017                     | 2018                     | 2016                       | 2017                       | 2018                   |
| This Year                               | 199,955           | 221,864                          | 258,867            | 252,173            | 210,222           | 260,228           | 282,297           | 333,401           | 288,731                  | 257,353                               | 216,826                  | 196,993                  | 206,380                  | 208,403                  | 262,756                  | 259,430                  | 225,914                  | 273,831                  | 259,812    | 260,228                  | 273,831                  | 2,920,535                  | 2,962,176                  | 3,012,31               |
| Last Year                               | 194,760           | 208,889                          | 261,628            | 244,048            | 208,736           | 259,812           | 281,505           | 328,551           | 282,993                  | 254,093                               | 215,499                  | 196,226                  | 199,955                  | 221,864                  | 258,867                  | 252,173                  | 210,222                  | 260,228                  | 271,751    | 259,812                  | 260,228                  | 2,929,982                  | 2,920,535                  | 2,962,17               |
| Percent Change                          | 2.7               | 6.2                              | -1.1               | 3.3                | 0.7               | 0.2               | 0.3               | 1.5               | 2.0                      | 1.3                                   | 0.6                      | 0.4                      | 3.2                      | -6.1                     | 1.5                      | 2.9                      | 7.5                      | 5.2                      | -4.4       | 0.2                      | 5.2                      | -0.3                       | 1.4                        | 1.7                    |
|   |                   |                                  |                    |                    |                   |                   |                   |                   |                          |                                       |                          |                          |                          |                          |                          |                          |                          |                          |            |                          |                          |                            |                            |                        |
| Revenue                                 |                   | _                                | 2016               |                    | _                 |                   |                   |                   |                          |                                       |                          | 2017                     |                          | _                        |                          |                          | _                        | 2018                     |            | Year To Date             |                          |                            | unning 12 Month            |                        |
| This Year                               | Aug               | Sep<br>35,518,922                | Oct                | Nov                | Dec               | Jan               | Feb               | Mar               | Apr                      | May                                   | Jun                      | Jul                      | Aug                      | Sep                      | Oct                      | Nov                      | Dec                      | Jan                      | 2016       | 2017                     | 2018                     | 2016                       | 2017                       | 2018                   |
|   |                   |                                  | 49,379,070         | 48,787,004         | 36,577,280        | 58,500,458        | 72,844,281        | 95,882,396        | 68,696,833<br>60,281,585 | 44,545,188<br>42,367,542              | 26,410,341<br>25,914,959 | 21,809,196<br>21,667,211 | 22,617,571<br>21,235,488 | 31,552,816<br>35,518,922 | 52,900,101<br>49,379,070 | 50,294,194<br>48,787,004 | 38,782,920<br>36,577,280 | 63,006,306<br>58,500,458 | 57,809,773 | 58,500,458<br>57,809,773 | 63,006,306<br>58,500,458 | 533,214,339<br>512,504,826 | 558,170,888<br>533,214,339 | 589,342,1<br>558,170,8 |
|   | 21,235,488        |                                  | 40 000 000         | 44 000 000         | 00 540 504        |                   |                   |                   |                          |                                       |                          |                          | 21,235,488               | 35,518,922               | 49,379,070               | 48,787,004               | 36,577,280               | 58,500,458               | 67,695,977 | 57,809,773               | 58,500,458               | 512,504,826                | 533,214,339                | 558,170,8              |
| Last Year                               | 20,531,638        | 30,465,854                       | 48,396,623         | 44,096,020         | 33,518,501        | 57,809,773        | 68,852,139        | 89,089,230        | , . ,                    |                                       | 10                       | 0.7                      | 0.5                      | 44.2                     | 7.4                      | 2.1                      | 6.0                      | 7.7                      | 146        | 4.0                      | 7.7                      | 4.0                        | 4.7                        | E 6                    |
|   |                   |                                  | 48,396,623<br>2.0  | 44,096,020<br>10.6 | 33,518,501<br>9.1 | 57,809,773<br>1.2 | 68,852,139<br>5.8 | 89,089,230<br>7.6 | 14.0                     | 5.1                                   | 1.9                      | 0.7                      | 6.5                      | -11.2                    | 7.1                      | 3.1                      | 6.0                      | 7.7                      | -14.6      | 1.2                      | 7.7                      | 4.0                        | 4.7                        | 5.6                    |
| Last Year<br>Percent Change             | 20,531,638        | 30,465,854                       | 2.0                |                    |                   |                   | , ,               | , ,               | , . ,                    |                                       |                          |                          | 6.5                      | -11.2                    | 7.1                      | 3.1                      | 6.0                      |                          | -14.6      | 1.2                      | 7.7                      | 4.0                        | 4.7                        | 5.6                    |
| Last Year                               | 20,531,638<br>3.4 | 30,465,854<br>16.6               | 2.0                | 10.6               | 9.1               | 1.2               | 5.8               | 7.6               | 14.0                     | 5.1                                   | 2                        | 2017                     |                          |                          |                          |                          |                          | 2018                     | -14.6      | 1.2                      | 7.7                      | 4.0                        | 4.7                        | 5.6                    |
| Last Year<br>Percent Change<br>Census % | 20,531,638<br>3.4 | 30,465,854<br>16.6<br><b>Sep</b> | 2.0<br>2016<br>Oct | 10.6<br>Nov        | 9.1<br>Dec        | 1.2<br>Jan        | 5.8               | 7.6<br>Mar        | 14.0<br>Apr              | 5.1<br>May                            | Jun                      | 2017<br>Jul              | Aug                      | Sep                      | Oct                      | Nov                      | Dec                      | 2018<br>Jan              | -14.6      | 1.2                      | 7.7                      | 4.0                        | 4.7                        | 5.6                    |
| Last Year<br>Percent Change             | 20,531,638<br>3.4 | 30,465,854<br>16.6               | 2.0                | 10.6               | 9.1               | 1.2               | 5.8               | 7.6               | 14.0                     | 5.1                                   | 2                        | 2017                     |                          |                          |                          |                          |                          | 2018                     | -14.6      | 1.2                      | 7.7                      | 4.0                        | 4.7                        | 5.6                    |

A blank row indicates insufficient data.

## Tab 3 - Response Scottsdale AZ+

City of Scottsdale, AZ

For the Month of January 2018

| TR Code | Name of Forth Value and   | City & State        | Zip Code    | Aff Date             | Open             |              | Chg in | 201  | F М   |        | $\prod$ |       |        | ON  |   | Π.   |       | <b>,</b> . |       | Π. |     | s    | ا ۾ ل |     | J | _ _     | л<br>Д  |         | T,      | T     | Ţ       | Ţ       | 0 |
|---------|---|---------------------|-------------|----------------------|------------------|--------------|--------|------|-------|--------|---------|-------|--------|-----|---|------|-------|------------|-------|----|-----|------|-------|-----|---|---------|---------|---------|---------|-------|---------|---------|---|
|         | Name of Establishment The Unbound Collection Royal Palms Resort & Spa | Phoenix, AZ         | 85018       | Jul 2016             | Date<br>Jun 1948 | Rooms<br>119 | Rms    | J    | F IVI | AIV    | IJ      | JA    | 5      | ON  | D | JF   | - IVI | A          | IVI J | J  | A   | 5 0  | N     | יש  | 7 | - IVI   | I A     | IVI     | J       | J     | 1 2     | , 0     | 4 |
|         | Courtvard Scottsdale Salt River                                       | Scottsdale, AZ      | 85250       | Apr 2012             | Apr 2012         | 158          | 1      |      |       |        |         |       |        |     |   |      |       |            |       |    |     |      |       |     |   |         | -       |         |         |       |         |         | 4 |
|         | DoubleTree Paradise Valley Resort Scottsdale                          | Scottsdale, AZ      | 85250       | Jul 1995             | Jun 1984         | 378          |        |      |       |        |         |       |        |     |   |      |       |            |       |    |     |      |       |     | 4 |         | -       |         |         | -     |         |         |   |
|         | Embassy Suites Scottsdale Resort                                      | Scottsdale, AZ      | 85250       | Jul 2016             | Nov 1980         | 312          | Υ      |      |       |        |         |       |        |     |   |      |       |            |       |    |     |      |       |     |   |         | -       |         |         |       | -       | 1       | 7 |
|         | Hilton Scottsdale Resort & Villas                                     | Scottsdale, AZ      | 85250       | Jan 2000             | Jan 1973         | 235          | V      |      |       |        |         |       |        |     |   |      |       |            |       |    |     |      |       |     |   |         | -       |         |         | -     |         |         |   |
|         | Hotel Adeline   | Scottsdale, AZ      | 85250       | Jan 2018             | Dec 1970         | 213          | Y      |      |       |        |         |       |        |     |   |      |       |            | •     | •  | •   | •    | •     |     | ' |         | -       |         |         |       |         |         | 7 |
|         | aloft Scottsdale  | Scottsdale, AZ      | 85251       | Apr 2016             | Jan 1996         | 126          | V      | •    | •     |        |         |       |        |     |   |      | •     |            |       |    |     |      |       |     |   | -       | -       |         |         | 4     |         | +       | 4 |
|         | Best Western Plus Sundial   | Scottsdale, AZ      | 85251       | Jul 2011             | Mar 2009         | 54           | 1      |      |       | 0      |         |       |        |     |   |      |       |            |       |    |     |      |       |     |   |         | -       |         |         |       |         |         | 7 |
|         | Comfort Suites Old Town Scottsdale                                    | Scottsdale, AZ      | 85251       | Jan 1996             | Jan 1996         | 60           |        |      |       |        |         |       |        |     |   |      | •     |            |       | •  |     |      | •     |     | 4 | -       | -       |         |         | 4     |         | +       | 4 |
|         | Courtvard Scottsdale Old Town   | Scottsdale, AZ      | 85251       | May 1999             | May 1999         | 180          |        |      |       |        |         |       |        |     |   |      |       |            |       |    |     |      |       |     |   |         | -       |         |         |       |         |         | 4 |
|         | Extended Stay America Phoenix Scottsdale Old Town                     | Scottsdale, AZ      | 85251       | Jan 2013             | Aug 1995         | 121          |        |      |       |        | •       |       | •      |     | • |      | •     | •          |       | •  | • 1 |      | •     |     | 4 | -       | -       |         |         | 4     |         | +       |   |
|         | Hilton Garden Inn Scottsdale Old Town                                 | Scottsdale, AZ      | 85251       |                      |                  | 199          |        |      |       |        |         | •     |        |     |   |      | •     |            |       |    |     |      |       |     |   |         |         |         |         |       | -       | -       | 4 |
|         |   |                     |             | Aug 1999             | Aug 1999         |              |        | • '  | •     | • •    | •       | • •   | • (    | • • | • | • •  | •     | • •        | •     | •  | • ' | •    | •     | •   | ' | _       | -       |         | _       | _     | -       | -       |   |
|         | Holiday Inn Express & Suites Scottsdale Old Town                      | Scottsdale, AZ      | 85251       | Jan 2003             | Feb 1998         | 169          | Y      | •    | •     | • •    | •       | • •   | • (    | •   | • | •  • | •     | •          | •     | •  | • ( | •    | •     | •   | ' |         |         |         |         |       |         | 4       | 4 |
|         | Hotel Valley Ho   | Scottsdale, AZ      | 85251       | Dec 2005             | Jun 1953         | 240          | Y      | •    | •     | • •    | •       | • •   | • (    | • • | • | • •  | •     | •          | •     | •  | • ( | •    | •     | • • | • | _       | _       | ш       |         | _     | _       | _       | 4 |
|         | Howard Johnson Scottsdale Old Town                                    | Scottsdale, AZ      | 85251       | Mar 2012             | Jun 1966         | 65           | Y      | •    | •     | • •    | •       | • •   | •      | •   | • | • •  | •     | •          | •     | •  | • ( | •    | •     | • • | , |         | -       |         |         |       |         | 4       | 4 |
|         | Hyatt House Scottsdale Old Town                                       | Scottsdale, AZ      | 85251       | Jan 2012             | Oct 1998         | 164          | .,     | •    | •     | • •    | •       | • •   | • (    | • • | • | • •  | •     | •          | •     | •  | • ( | •    | •     | • • | , | _       | _       | $\perp$ | _       | _     | _       | _       | 4 |
|         | Hyatt Place Scottsdale Old Town                                       | Scottsdale, AZ      | 85251       | Sep 2006             | Dec 1998         | 126          | Y      | •    | •     | • •    | •       | • •   | •      | •   | • | • •  | •     | •          | •     | •  | • ( | •    | •     | • • | , |         | -       |         |         |       |         | 4       | 4 |
|         | Luxury Collection The Phoenician                                      | Scottsdale, AZ      | 85251       | Jun 1994             | Oct 1988         | 645          | Υ      | •    | •     | • •    | •       | • •   | • (    | • • | • | • •  | •     | •          | •     | •  | • ( | •    | •     | • • | , |         | _       | ш       | _       | _     | _       | _       | 4 |
|         | Marriott Scottsdale Suites Old Town                                   | Scottsdale, AZ      | 85251       | May 1988             | May 1988         | 243          |        | •    | •     | • •    | •       | • •   | •      | •   | • | • •  | •     | •          | •     | •  | • ( | •    | •     | • • | , |         |         |         |         |       |         |         | 4 |
|         | Motel 6 Scottsdale  | Scottsdale, AZ      | 85251       | May 1967             | May 1967         | 122          |        | •    | •     | • •    | •       | • •   | •      | • • | • | • •  | •     | •          | •     | •  | •   | •    | •     | • • | , | $\perp$ | $\perp$ | ш       | $\perp$ | _     | $\perp$ | $\perp$ | _ |
|         | Rodeway Inn Old Town Scottsdale                                       | Scottsdale, AZ      | 85251       | Nov 2015             | Jun 1979         | 21           | Υ      | •    | •     | • •    | •       | • •   | •      | •   | 0 | 0    |       | 0          | 0     | 0  | 0   |      | 0     | 0 0 | ) |         |         |         |         |       |         | 4       | 4 |
|         | The Saguaro Scottsdale  | Scottsdale, AZ      | 85251       | Apr 2016             | Jun 1975         | 194          | Υ      | •    | •     | • •    | •       | • •   | •      | • • | • | • •  | •     | •          | •     | •  | •   | •    | •     | • ( | , | $\perp$ | $\perp$ | ш       | $\perp$ | _     | $\perp$ | $\perp$ | _ |
|         | The Scott Resort & Spa  | Scottsdale, AZ      | 85251       | Apr 2016             | Jun 1961         | 204          |        | •    | •     | • •    | •       | • •   | •      | • • | • | • •  | •     | •          | •     | •  | •   | •    | •     | • ( | , |         |         |         |         |       |         | 45      |   |
|         | W Hotel Scottsdale  | Scottsdale, AZ      | 85251       | Sep 2008             | Sep 2008         | 230          | Υ      | •    | •     | • •    | •       | • •   | •      | • • | • | • •  | •     | •          | •     | •  | •   | •    | •     | • • | • |         |         |         |         |       |         |         |   |
|         | Andaz Scottsdale Resort & Spa   | Scottsdale, AZ      | 85253       | Dec 2016             | Dec 2016         | 201          |        |      |       |        |         |       |        |     | 0 | • •  | •     | •          | •     | •  | •   | •    | •     | • ( | , |         |         |         |         |       |         |         |   |
|         | Hampton Inn & Suites Phoenix Scottsdale Shea Boulevard                |                     | 85253       | Oct 2017             | Jan 1995         | 150          | Υ      | •    | •  •  | • •    | •       |       |        |     |   |      |       |            |       |    |     | 0    | •     | • • | , |         |         |         |         |       |         |         |   |
| 33091   | Homewood Suites Phoenix Scottsdale                                    | Scottsdale, AZ      | 85253       | Aug 1997             | Aug 1997         | 114          |        | •  • | •  •  | • •    | •       | •  •  | •      | • • | • | •  • | •     | •          | •     | •  | •   | •    | •     | • • | , |         |         |         |         |       |         | 4       |   |
| 6769    | JW Marriott Camelback Inn Scottsdale Resort & Spa                     | Scottsdale, AZ      | 85253       | Sep 1967             | Jun 1936         | 453          |        |      | •     | • •    |         | • •   |        | • • |   | •  • | •     | • •        | •     | •  | •   | •  • | •     | • ( | ٠ |         |         |         |         |       |         |         | 7 |
| 56000   | Omni Scottsdale Resort & Spa @ Montelucia                             | Scottsdale, AZ      | 85253       | Jan 2014             | Nov 2008         | 293          |        | •  • | •  •  | • •    |         | •  •  |        | • • |   | •  • | •     | •          | •     | •  | •   | •  • | •     | • ( | , |         |         |         |         |       |         | 4       |   |
| 16097   | Residence Inn Scottsdale Paradise Valley                              | Scottsdale, AZ      | 85253       | Jan 1991             | Jan 1991         | 122          |        |      | •     | • •    |         | • •   |        | • • |   | •  • | •     | • •        | •     | •  | •   | •  • | •     | • ( | ٠ |         |         |         |         |       |         |         |   |
| 11349   | Sanctuary On Camelback Mountain                                       | Paradise Valley, AZ | 85253       | Mar 2001             | Jun 1970         | 109          | Υ      |      |       |        |         |       |        |     |   |      | •     |            |       | •  |     |      | •     | • ( | , |         |         |         |         |       |         |         |   |
| 11337   | The Hermosa Inn   | Paradise Valley, AZ | 85253       | Nov 2009             | Jun 1930         | 43           | Υ      | •    | •     |        | •       | • •   | •      |     | • | • •  | •     |            |       | •  | •   |      | •     | • ( | , |         |         |         |         |       |         |         | П |
| 9105    | The McCormick Scottsdale  | Scottsdale, AZ      | 85253       | Apr 2001             | Jun 1975         | 125          | Υ      |      |       |        |         |       |        |     |   |      | •     |            |       | •  |     |      | •     | • 6 | , |         |         |         |         |       |         |         |   |
| 1288    | The Scottsdale Plaza Resort   | Scottsdale, AZ      | 85253       | Mar 1990             | Jun 1972         | 404          |        |      |       |        | •       |       | •      |     |   |      | •     |            |       | •  | •   |      | •     | • ( | , |         | Т       |         |         | Т     | Т       | Т       | Т |
| 35018   | Extended Stay America Phoenix Scottsdale                              | Scottsdale, AZ      | 85254       | Feb 2013             | Sep 1997         | 106          |        |      |       |        |         |       |        |     |   |      | •     |            |       | •  |     |      | •     |     | , |         |         |         |         |       |         |         |   |
|         | Extended Stay America Phoenix Scottsdale North                        | Scottsdale, AZ      | 85254       | Jun 1997             | Jun 1997         | 120          |        |      |       |        |         |       |        |     |   |      |       |            |       |    |     |      |       |     | , |         | -       |         |         |       | т       | т       | Т |
|         | Westin Kierland Resort & Spa  | Scottsdale, AZ      | 85254       | Nov 2002             | Nov 2002         | 732          |        |      |       |        |         |       |        |     |   |      | •     |            |       | •  |     |      | •     |     |   |         |         |         |         |       |         |         |   |
| 26312   | Fairmont Scottsdale Princess  | Scottsdale, AZ      | 85255       | Oct 1999             | Jan 1988         | 750          | Υ      |      |       |        |         |       |        |     |   |      |       |            |       |    |     |      |       |     |   |         |         |         |         | $\pm$ | -       | т       | т |
|         | Hilton Garden Inn Scottsdale North Perimeter Center                   | Scottsdale, AZ      | 85255       | Mar 2005             | Mar 2005         | 122          |        |      |       |        |         |       |        |     |   |      |       |            |       |    |     |      |       |     |   |         |         |         |         |       |         |         |   |
|         | Residence Inn Scottsdale North  | Scottsdale, AZ      | 85255       | Dec 2002             | Dec 2002         | 120          |        |      |       |        |         |       |        |     |   |      |       |            |       |    |     |      |       |     |   |         |         |         |         |       |         |         | т |
|         | Hampton Inn Suites Scottsdale Riverwalk                               | Scottsdale, AZ      | 85256       | Feb 2012             | Feb 2012         | 101          |        |      |       |        |         |       |        |     |   |      |       |            |       |    |     |      |       |     |   |         |         |         |         |       |         |         |   |
|         | Talking Stick Resort  | Scottsdale, AZ      | 85256       | Apr 2010             | Apr 2010         | 496          | Υ      |      |       |        |         |       |        |     |   |      |       |            |       |    |     |      |       |     |   |         |         |         |         |       |         |         | т |
|         | Magnuson Hotel Papago Inn   | Scottsdale, AZ      | 85257       | Sep 2014             | Jun 1964         | 58           | •      |      |       |        |         |       |        |     |   |      |       |            |       |    |     |      |       |     |   |         |         |         |         |       |         |         |   |
|         | Days Inn & Suites Scottsdale North                                    | Scottsdale, AZ      | 85258       | Dec 2012             | Jun 1984         | 100          | Υ      |      |       |        |         |       |        |     |   |      |       |            |       |    |     |      |       |     |   |         |         |         |         | -     |         |         | ٦ |
|         | Destination Hotels The Scottsdale Resort @ McCormick R                |                     | 85258       | Sep 2015             | Jun 1976         | 326          | Y      |      |       |        |         |       |        |     |   |      |       |            |       |    |     |      |       |     |   |         |         |         |         |       |         |         |   |
|         | Gainey Suites   | Scottsdale, AZ      | 85258       | Jan 1999             | Jan 1999         | 162          |        |      |       |        |         |       |        |     |   |      |       |            |       |    |     |      |       |     |   |         | -       |         |         | -     | -       | 1       | ٩ |
|         | Holiday Inn Express Scottsdale North                                  | Scottsdale, AZ      | 85258       | Jan 2011             | Jan 1996         | 122          | V      |      |       |        |         |       |        |     |   |      |       |            |       |    |     |      |       |     |   |         |         |         |         | -     |         |         | 4 |
|         | Hyatt Regency @ Gainey Ranch  | Scottsdale, AZ      | 85258       | Dec 1986             | Dec 1986         | 493          | V      |      |       |        |         |       |        |     |   |      |       |            |       |    |     |      |       |     |   |         | -       |         |         |       |         |         |   |
|         | Courtvard Scottsdale @ Mayo Clinic                                    | Scottsdale, AZ      | 85259       | Jan 1989             | Jan 1989         | 124          |        |      |       |        |         |       |        |     |   |      | •     |            |       |    |     |      |       |     |   |         |         |         |         | -     |         |         |   |
|         | Best Western Plus Scottsdale Thunderbird Suites                       | Scottsdale, AZ      | 85260       | Jan 1989<br>Jan 2014 | Jun 1989         | 124          |        |      | •     |        | •       | •     | •      | •   | • | •    | •     | •          |       | •  | • ' | •    | •     | •   |   |         |         |         |         |       | -       | -       |   |
|         |   | Scottsdale, AZ      |             | Dec 2014             | Dec 2004         | 117          |        |      |       |        | •       | •     | •      |     | • | •    | •     | •          |       | •  | • 1 |      | •     |     | 4 | -       | -       |         |         | -     | -       | -       |   |
|         | Holiday Inn Scottsdale North Airpark                                  |                     | 85260       |                      |                  |              |        | •    | •     | • •    | •       | • •   | •      | •   | • | • •  | •     | • •        | •     | •  | • ' | •    | •     | •   | ' |         |         |         |         | -     |         |         | 4 |
|         | La Quinta Inns & Suites Phoenix Scottsdale                            | Scottsdale, AZ      | 85260       | Dec 1996             | Dec 1996         | 140          | .,     | •    | •     | • •    | •       | • •   | • (    | • • | • | • •  | •     | •          | •     | •  | • ( | •    | •     | • • | • | _       | _       | ш       |         | _     | _       | _       |   |
|         | Marriott Scottsdale @ McDowell Mountain                               | Scottsdale, AZ      | 85260       | May 1999             | May 1999         | 266          | Y      | •    | •     | • •    | •       | •     | •      | •   | • | •    | •     | •          | •     | •  | •   | •    | •     | •   | • |         |         |         |         |       |         |         |   |
|         | Scottsdale Suites On Shea   | Scottsdale, AZ      | 85260       | Jan 2018             | Dec 1995         | 162          |        | •    | •     | • •    | •       | • •   | •      | •   | • | • •  | •     | •          | •     | •  | • • | •    | •     |     |   |         | -       |         |         |       |         |         |   |
|         | TownePlace Suites Scottsdale  | Scottsdale, AZ      | 85260       | Feb 2000             | Feb 2000         | 130          | Υ      | •    | •     | • •    | •       | • •   | •      | •   | • | • •  | •     | •          | •     | •  | •   | •    | •     | • • | , |         |         |         |         |       |         |         |   |
|         | Curio Collection Boulders Resort & Spa                                | Scottsdale, AZ      | 85262       | Apr 2015             | Jun 1985         | 160          |        | •    | •     | • •    | •       | • •   | •      | • • | • | • •  | •     | •          | •     | •  | • • | •    | •     | • • | , | _       | $\perp$ |         |         | _     | _       |         |   |
|         | Four Seasons Resort Scottsdale @ Troon North                          | Scottsdale, AZ      | 85262       | Dec 1999             | Dec 1999         | 210          |        | •    | •     | • •    | •       | • •   | •      | •   | • | • •  | •     | •          | •     | •  | •   | •    | •     | • ( | , |         |         |         |         |       |         |         |   |
|         | Wekopa Resort & Conference Center                                     | Fort McDowell, AZ   | 85264       | Oct 2014             | Dec 2005         | 246          |        | 0    | 0     | 0 0    | 0       | 0 0   | 0 (    | 0 0 | 0 | 0 0  | 0     | 0 0        | 0     | 0  | 0 0 | 0    | 0     | 0 0 | ) | $\perp$ | $\perp$ |         |         | _     | $\perp$ | $\perp$ |   |
| 11283   | Carefree Resort & Conference Center                                   | Carefree, AZ        | 85377       | Sep 1996             |                  | 207          | Υ      | •    | •     | • •    | •       | • •   | •      | • • | • | • •  | •     | •          | •     | •  | •   | •    | •     | • ( | , |         |         |         |         |       |         |         |   |
|         |   |                     | Total Prope | erties:              | 59               | 12282        |        | 0 -  | Mont  | hlv da | ata re  | ceive | d by : | STR |   |      |       |            |       |    |     |      |       |     |   |         |         |         |         |       |         |         |   |

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Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report

For the Month of January 2018

|             |        |        |         |         |       |        | This \ | <b>Year</b> |        |        |        |      |        |        |        |         |       | Per    | cent Ch | ange (% | <b>6</b> ) |        |       |        |       |
|-------------|--------|--------|---------|---------|-------|--------|--------|-------------|--------|--------|--------|------|--------|--------|--------|---------|-------|--------|---------|---------|------------|--------|-------|--------|-------|
|             |        | C      | Occupar | ncy (%) |       |        | AD     | R           |        |        | RevF   | PAR  |        |        | Occupa | ncy (%) |       |        | ADR     | (%)     |            |        | RevPA | R (%)  |       |
| Curr<br>Mon |        | Trans. | Grp.    | Con.    | Total | Trans. | Grp.   | Con.        | Total  | Trans. | Grp.   | Con. | Total  | Trans. | Grp.   | Con.    | Total | Trans. | Grp.    | Con.    | Total      | Trans. | Grp.  | Con.   | Total |
| 2016        | Aug    | 40.4   | 14.9    | 0.0     | 55.4  | 124.71 | 107.26 | 84.22       | 119.98 | 50.39  | 16.02  | 0.03 | 66.44  | -10.5  | 11.5   | -31.3   | -5.5  | 0.6    | 0.6     | 7.4     | 0.0        | -10.0  | 12.2  | -26.1  | -5.5  |
|             | Sep    | 34.6   | 28.2    | 0.0     | 62.9  | 185.95 | 200.19 | 86.04       | 192.28 | 64.35  | 56.48  | 0.03 | 120.86 | -4.7   | 20.9   | 14.9    | 5.3   | 11.2   | 9.7     | -7.6    | 11.1       | 6.1    | 32.7  | 6.1    | 17.0  |
|             | Oct    | 34.5   | 35.0    | 0.0     | 69.6  | 228.42 | 232.80 | 71.02       | 230.57 | 78.89  | 81.47  | 0.02 | 160.38 | -3.5   | -1.2   | -19.9   | -2.4  | 8.1    | -2.2    | -6.3    | 2.7        | 4.3    | -3.4  | -24.9  | 0.2   |
|             | Nov    | 39.0   | 33.0    | 0.1     | 72.1  | 231.94 | 228.31 | 87.74       | 230.07 | 90.47  | 75.24  | 0.09 | 165.80 | 1.2    | 3.0    | 57.4    | 2.1   | 7.4    | 3.6     | 4.4     | 5.6        | 8.7    | 6.7   | 64.4   | 7.8   |
|             | Dec    | 40.8   | 16.8    | 0.2     | 57.7  | 219.35 | 184.73 | 79.03       | 208.86 | 89.40  | 30.95  | 0.14 | 120.49 | 3.2    | -8.5   | 3.1     | -0.5  | 9.8    | 0.4     | -9.0    | 7.4        | 13.3   | -8.1  | -6.2   | 6.9   |
| 2017        | Jan    | 29.6   | 40.9    | 0.5     | 71.1  | 264.67 | 259.30 | 82.48       | 260.26 | 78.46  | 106.07 | 0.42 | 184.96 | -9.9   | 4.3    | 1384.2  | -1.5  | -3.9   | 2.5     | 0.0     | -1.1       | -13.5  | 6.9   | 0.0    | -2.6  |
|             | Feb    | 41.3   | 43.1    | 0.6     | 84.9  | 315.65 | 300.33 | 89.43       | 306.41 | 130.30 | 129.41 | 0.49 | 260.21 | 5.1    | -8.5   | 1573.1  | -1.7  | 3.8    | 6.0     | 5.6     | 4.7        | 9.1    | -3.1  | 1667.1 | 2.8   |
|             | Mar    | 54.1   | 35.0    | 0.8     | 89.9  | 362.93 | 315.39 | 85.51       | 342.03 | 196.42 | 110.24 | 0.67 | 307.33 | -6.9   | 10.1   | 87.8    | -0.4  | 6.3    | 7.1     | -56.1   | 5.5        | -0.9   | 17.9  | -17.6  | 5.0   |
|             | Apr    | 44.8   | 35.4    | 0.6     | 80.7  | 294.96 | 281.94 | 92.43       | 287.85 | 132.13 | 99.79  | 0.52 | 232.43 | 10.4   | -9.8   | 899.0   | 1.1   | 12.8   | 8.8     | 37.1    | 10.6       | 24.6   | -1.9  | 1269.9 | 11.8  |
|             | May    | 37.0   | 31.3    | 0.5     | 68.8  | 203.33 | 213.69 | 86.17       | 207.21 | 75.28  | 66.79  | 0.42 | 142.49 | -8.0   | 8.1    | 845.6   | -0.6  | 5.2    | 1.5     | 17.8    | 3.4        | -3.2   | 9.8   | 1013.8 | 2.7   |
|             | Jun    | 39.9   | 19.8    | 0.4     | 60.2  | 142.01 | 135.47 | 84.95       | 139.44 | 56.73  | 26.82  | 0.37 | 83.92  | 1.3    | -11.9  | 604.5   | -2.9  | 2.2    | -1.5    | 7.1     | 0.8        | 3.5    | -13.2 | 654.8  | -2.1  |
|             | Jul    | 39.7   | 12.6    | 0.5     | 52.8  | 130.82 | 113.18 | 91.12       | 126.26 | 51.94  | 14.26  | 0.42 | 66.63  | 1.2    | -18.9  | 1260.1  | -3.8  | -0.7   | -2.2    | 15.4    | -0.7       | 0.5    | -20.7 | 1469.5 | -4.4  |
|             | Aug    | 40.0   | 16.5    | 0.5     | 56.9  | 128.36 | 114.97 | 88.02       | 124.15 | 51.31  | 18.96  | 0.40 | 70.67  | -1.1   | 10.4   | 1180.3  | 2.8   | 2.9    | 7.2     | 4.5     | 3.5        | 1.8    | 18.3  | 1238.1 | 6.4   |
|             | Sep    | 37.2   | 18.7    | 0.3     | 56.3  | 171.45 | 186.14 | 84.08       | 175.86 | 63.82  | 34.90  | 0.26 | 98.98  | 7.6    | -33.5  | 663.8   | -10.5 | -7.8   | -7.0    | -2.3    | -8.5       | -0.8   | -38.2 | 646.4  | -18.1 |
|             | Oct    | 35.1   | 34.8    | 0.4     | 70.3  | 233.31 | 248.21 | 86.94       | 239.77 | 81.81  | 86.26  | 0.38 | 168.45 | 1.5    | -0.7   | 1635.1  | 1.0   | 2.1    | 6.6     | 22.4    | 4.0        | 3.7    | 5.9   | 2024.1 | 5.0   |
|             | Nov    | 43.1   | 28.7    | 0.5     | 72.3  | 225.17 | 235.10 | 88.36       | 228.14 | 96.95  | 67.45  | 0.45 | 164.85 | 10.4   | -12.9  | 396.6   | 0.3   | -2.9   | 3.0     | 0.7     | -0.8       | 7.2    | -10.3 | 400.1  | -0.6  |
|             | Dec    | 44.8   | 16.3    | 0.6     | 61.7  | 215.66 | 173.67 | 89.37       | 203.38 | 96.64  | 28.24  | 0.53 | 125.41 | 9.9    | -2.9   | 229.5   | 6.9   | -1.7   | -6.0    | 13.1    | -2.6       | 8.1    | -8.8  | 272.6  | 4.1   |
| 2018        | Jan    | 33.4   | 38.6    | 1.0     | 73.0  | 273.95 | 265.67 |             | 266.89 | 91.59  | 102.55 | 0.75 | 194.88 | 12.8   | -5.6   | 91.4    | 2.7   | 3.5    | 2.5     | -8.3    | 2.6        | 16.7   | -3.3  | 75.5   | 5.4   |
|             |        |        |         |         |       |        |        |             |        |        |        |      |        |        |        |         |       |        |         |         |            |        |       |        |       |
| Year T      | o Date |        |         |         |       |        |        |             |        |        |        |      |        |        |        |         |       | Per    | cent Ch | ange (% | <b>6</b> ) |        |       |        |       |
| 2016        | Jan    | 32.9   | 39.2    | 0.0     | 72.1  | 275.45 | 253.08 | 0.00        | 263.16 | 90.66  | 99.21  | 0.00 | 189.87 | 8.9    | -13.4  | -37.8   | -4.5  | -4.3   | -13.5   | -100.0  | -9.4       | 4.3    | -25.0 | -100.0 | -13.4 |
| 2017        | Jan    | 29.6   | 40.9    | 0.5     | 71.1  | 264.67 | 259.30 | 82.48       | 260.26 | 78.46  | 106.07 | 0.42 | 184.96 | -9.9   | 4.3    | 1384.2  | -1.5  | -3.9   | 2.5     | 0.0     | -1.1       | -13.5  | 6.9   | 0.0    | -2.6  |
| 2018        | Jan    | 33.4   | 38.6    | 1.0     | 73.0  | 273.95 | 265.67 | 75.60       | 266.89 | 91.59  | 102.55 | 0.75 | 194.88 | 12.8   | -5.6   | 91.4    | 2.7   | 3.5    | 2.5     | -8.3    | 2.6        | 16.7   | -3.3  | 75.5   | 5.4   |

| Runni | ng 12 | Month |      |     |      |        |        |        |        |       |       |      |        |      |      |       |      | Perc | ent Ch | ange (% | )   |     |      |       |     |
|-------|-------|-------|------|-----|------|--------|--------|--------|--------|-------|-------|------|--------|------|------|-------|------|------|--------|---------|-----|-----|------|-------|-----|
| 2016  | Jan   | 40.8  | 29.1 | 0.1 | 69.9 | 213.25 | 221.65 | 81.60  | 216.63 | 86.91 | 64.44 | 0.05 | 151.40 | 2.5  | -1.1 | -19.9 | 1.0  | 5.9  | 3.4    | -29.7   | 4.8 | 8.6 | 2.2  | -43.7 | 5.8 |
| 2017  | Jan   | 39.6  | 29.3 | 0.1 | 69.0 | 221.53 | 226.37 | 110.92 | 223.37 | 87.77 | 66.23 | 0.14 | 154.14 | -2.8 | 0.6  | 113.5 | -1.3 | 3.9  | 2.1    | 35.9    | 3.1 | 1.0 | 2.8  | 190.1 | 1.8 |
| 2018  | Jan   | 40.9  | 27.4 | 0.5 | 68.9 | 228.85 | 236.96 | 86.07  | 230.95 | 93.51 | 65.04 | 0.47 | 159.02 | 3.1  | -6.2 | 321.4 | -0.2 | 3.3  | 4.7    | -22.4   | 3.4 | 6.5 | -1.8 | 227.0 | 3.2 |

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For the Month of January 2018

| Current<br>Month<br>2016 Au<br>Se |           | Trans. 7 86,769 | Demai   | nd    |           |             | D           |         |             |           |           |         |       | 1         |             |             |         |             |
|-----------------------------------|-----------|-----------------|---------|-------|-----------|-------------|-------------|---------|-------------|-----------|-----------|---------|-------|-----------|-------------|-------------|---------|-------------|
| Month  2016 Au  Se Oc             | g 214,73  |                 | Grp.    |       |           |             | Reven       | nue     |             | Supply    |           | Demar   | nd    |           |             | Reven       | ue      |             |
| Se<br>Oc                          |           | 86,769          |         | Con.  | Total     | Trans.      | Grp.        | Con.    | Total       | Total     | Trans.    | Grp.    | Con.  | Total     | Trans.      | Grp.        | Con.    | Total       |
| Oc                                | p 207,81  |                 | 32,069  | 77    | 118,915   | 10,821,386  | 3,439,579   | 6,485   | 14,267,450  | 201,314   | 90,896    | 26,958  | 105   | 117,959   | 11,267,419  | 2,873,890   | 8,231   | 14,149,540  |
|                                   |           | 71,921          | 58,624  | 84    | 130,629   | 13,373,607  | 11,736,105  | 7,227   | 25,116,939  | 204,600   | 74,276    | 47,743  | 72    | 122,091   | 12,415,851  | 8,709,612   | 6,706   | 21,132,169  |
|                                   | t 214,73  | 74,161          | 75,152  | 54    | 149,367   | 16,940,150  | 17,495,188  | 3,835   | 34,439,173  | 211,420   | 75,671    | 74,864  | 66    | 150,601   | 15,991,010  | 17,828,937  | 5,028   | 33,824,975  |
| No                                | v 207,81  | 81,058          | 68,480  | 215   | 149,753   | 18,800,338  | 15,634,742  | 18,864  | 34,453,944  | 200,850   | 77,436    | 64,255  | 132   | 141,823   | 16,720,982  | 14,166,197  | 11,089  | 30,898,268  |
| De                                | c 214,73  | 87,518          | 35,981  | 384   | 123,883   | 19,197,402  | 6,646,847   | 30,346  | 25,874,595  | 207,545   | 81,980    | 37,988  | 360   | 120,328   | 16,371,205  | 6,987,340   | 31,258  | 23,389,803  |
| 2017 Jai                          | n 214,79  | 63,676          | 87,868  | 1,106 | 152,650   | 16,853,232  | 22,783,839  | 91,223  | 39,728,294  | 207,545   | 68,308    | 81,363  | 72    | 149,743   | 18,815,108  | 20,591,035  | 0       | 39,406,143  |
| Fe                                | b 194,37  | 80,242          | 83,753  | 1,072 | 165,067   | 25,328,151  | 25,153,775  | 95,866  | 50,577,792  | 187,460   | 73,658    | 88,302  | 62    | 162,022   | 22,397,590  | 25,028,671  | 5,232   | 47,431,493  |
| Ма                                | ar 215,20 | 116,470         | 75,219  | 1,675 | 193,364   | 42,270,406  | 23,723,509  | 143,222 | 66,137,137  | 207,545   | 120,590   | 65,863  | 860   | 187,313   | 41,153,237  | 19,401,039  | 167,611 | 60,721,887  |
| Ap                                | r 208,26  | 93,291          | 73,712  | 1,162 | 168,165   | 27,516,832  | 20,782,362  | 107,400 | 48,406,594  | 204,630   | 83,024    | 80,329  | 114   | 163,467   | 21,701,873  | 20,820,473  | 7,703   | 42,530,049  |
| Ma                                | y 215,20  | 79,681          | 67,260  | 1,052 | 147,993   | 16,201,343  | 14,372,998  | 90,646  | 30,664,987  | 214,706   | 86,431    | 62,067  | 111   | 148,609   | 16,706,477  | 13,063,788  | 8,120   | 29,778,385  |
| Jui                               | n 208,26  | 83,197          | 41,229  | 918   | 125,344   | 11,814,625  | 5,585,159   | 77,987  | 17,477,771  | 207,780   | 81,938    | 46,667  | 130   | 128,735   | 11,385,132  | 6,418,098   | 10,309  | 17,813,539  |
| Ju                                | 215,20    | 85,446          | 27,124  | 995   | 113,565   | 11,178,372  | 3,069,766   | 90,664  | 14,338,802  | 214,737   | 84,277    | 33,391  | 73    | 117,741   | 11,098,965  | 3,863,519   | 5,764   | 14,968,248  |
| Au                                | g 215,20  | 86,019          | 35,483  | 988   | 122,490   | 11,041,182  | 4,079,351   | 86,962  | 15,207,495  | 214,737   | 86,769    | 32,069  | 77    | 118,915   | 10,821,386  | 3,439,579   | 6,485   | 14,267,450  |
| Se                                | p 208,26  | 77,524          | 39,045  | 643   | 117,212   | 13,291,550  | 7,267,794   | 54,061  | 20,613,405  | 207,810   | 71,921    | 58,624  | 84    | 130,629   | 13,373,607  | 11,736,105  | 7,227   | 25,116,939  |
| Oc                                | et 215,20 | 75,455          | 74,793  | 939   | 151,187   | 17,604,646  | 18,564,168  | 81,636  | 36,250,450  | 214,737   | 74,161    | 75,152  | 54    | 149,367   | 16,940,150  | 17,495,188  | 3,835   | 34,439,173  |
| No                                | v 208,26  | 89,667          | 59,751  | 1,070 | 150,488   | 20,189,945  | 14,047,443  | 94,550  | 34,331,938  | 207,810   | 81,058    | 68,480  | 215   | 149,753   | 18,800,338  | 15,634,742  | 18,864  | 34,453,944  |
| De                                | c 215,20  | 96,432          | 34,997  | 1,268 | 132,697   | 20,796,638  | 6,077,758   | 113,318 | 26,987,714  | 214,737   | 87,518    | 35,981  | 384   | 123,883   | 19,197,402  | 6,646,847   | 30,346  | 25,874,595  |
| 2018 Jai                          | n 215,20  | 71,946          | 83,070  | 2,121 | 157,137   | 19,709,862  | 22,068,858  | 160,358 | 41,939,078  | 214,799   | 63,676    | 87,868  | 1,106 | 152,650   | 16,853,232  | 22,783,839  | 91,223  | 39,728,294  |
| Year To D                         | ate       |                 |         |       |           |             |             |         |             |           |           |         | -     |           |             |             |         |             |
| 2016 Jai                          | n 207,54  | 68,308          | 81,363  | 72    | 149,743   | 18,815,108  | 20,591,035  | 0       | 39,406,143  | 211,513   | 63,903    | 95,699  | 118   | 159,720   | 18,386,354  | 27,995,301  | 11,683  | 46,393,338  |
| 2017 Jai                          | n 214,79  | 63,676          | 87,868  | 1,106 | 152,650   | 16,853,232  | 22,783,839  | 91,223  | 39,728,294  | 207,545   | 68,308    | 81,363  | 72    | 149,743   | 18,815,108  | 20,591,035  | 0       | 39,406,143  |
| 2018 Jai                          | n 215,20  | 71,946          | 83,070  | 2,121 | 157,137   | 19,709,862  | 22,068,858  | 160,358 | 41,939,078  | 214,799   | 63,676    | 87,868  | 1,106 | 152,650   | 16,853,232  | 22,783,839  | 91,223  | 39,728,294  |
| Running 1                         | 2 Month   |                 |         |       |           |             |             |         |             |           |           |         |       |           |             |             |         |             |
| 2016 Jai                          |           | 1,001,773       | 714,625 | 1,499 | 1,717,897 | 213,628,616 | 158,395,408 | 122,355 | 372,146,379 | 2,496,445 | 992,400   | 734,032 | 1,900 | 1,728,332 | 199,782,791 | 157,414,778 | 220,568 | 357,418,136 |
| 2017 Jai                          |           | 1               | 734,793 | 3,270 | 1,733,084 |             | 166,331,888 |         | 387,123,996 | 2,457,979 | 1,001,773 | 714,625 | ,     | 1,717,897 |             | 158,395,408 |         | 372,146,379 |
| 2018 Jai                          |           | 1               | 695,436 | ,     | 1,744,709 | , ,         | 164,792,943 |         | 402,933,163 | 2,511,488 | 995,021   | 734,793 | ,     |           | , ,         | 166,331,888 | ,       | 387,123,996 |

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## Tab 6 - Seg Response Scottsdale AZ+

City of Scottsdale, AZ

For the Month of January 2018

|             |  |                     |             |          |          |       |        | 2016 |       |       |      |        |       |       |        | 201   | 7   |       |      |      |   |     |     |   | 201 | 8  |      |       |    |    |         |         |     |
|-------------|--|---------------------|-------------|----------|----------|-------|--------|------|-------|-------|------|--------|-------|-------|--------|-------|-----|-------|------|------|---|-----|-----|---|-----|----|------|-------|----|----|---------|---------|-----|
| OTD O - d - | News of Establishment                                  | 0110 011            | 71:- O1-    | A# D-1-  | Open     | 1 1   | Chg in |      |       |       |      |        |       |       |        |       |     |       |      | Π.   |   |     |     | _ |     |    |      |       |    | Π, |         |         |     |
| STR Code    | Name of Establishment                                  | City & State        | Zip Code    |          | Date     | Rooms | Rms    | J F  |       | AIN   | l J  | JA     | -     |       | -      | -     | - M | Α     | _    | JJ   | A | 5 0 |     | - | -   | FI | VI A | . IVI | J, | JA | 1 8     | 0       | N D |
|             | DoubleTree Paradise Valley Resort Scottsdale           | Scottsdale, AZ      | 85250       | Jul 1995 | Jun 1984 | 378   | .,     | ВВ   | В     | BB    | B    | ВВ     | J- 1. | ВВ    | -      | BE    | , , | В     | BE   | 3 B  | В | BE  | 3 B | _ |     |    |      |       |    |    |         |         |     |
|             | Embassy Suites Scottsdale Resort                       | Scottsdale, AZ      | 85250       | Jul 2016 | Nov 1980 | 312   | Y      | BB   | В     | BB    | B    | BB     | , i   | ВВ    | -      | BE    | В   | В     | BE   | 3 B  | В | BE  | 3 B | В | -   |    |      |       | _  | _  | -       |         |     |
|             | Hilton Scottsdale Resort & Villas                      | Scottsdale, AZ      | 85250       | Jan 2000 | Jan 1973 | 235   | Y      | ВВ   | В     | ВВ    | B    | ВВ     | J- 1. | ВВ    | -      | BE    | , , | В     | BE   | 3 B  | В | BE  | 3 B | В | -   |    |      |       |    |    | 4       |         |     |
|             | aloft Scottsdale                                       | Scottsdale, AZ      | 85251       | Apr 2016 | Jan 1996 | 126   | Y      |      |       | B     | B    | BB     | ٠,    | ВВ    |        | ВЕ    | , , | В     | BE   | 3 B  | В | BE  | 3 B | В | -   |    |      |       | _  | _  | _       | $\perp$ | _   |
|             | Hotel Valley Ho  | Scottsdale, AZ      | 85251       |          | Jun 1953 | 240   | Y      | ВВ   | В     | ВВ    | В    | ВВ     | J- 1. | ВВ    | -      | ВЕ    | , , | В     | BE   | 3 B  | В | BE  | 3 B | В | В   |    |      |       |    |    |         |         |     |
|             | Hyatt House Scottsdale Old Town                        | Scottsdale, AZ      | 85251       | Jan 2012 | Oct 1998 | 164   |        | ВВ   | В     | ВВ    | В    | ВВ     |       | ВВ    |        | BE    | , , | В     | BE   | 3 B  | В | BE  | 3 B | - | В   |    |      |       |    | _  | $\perp$ | ш       |     |
|             | Hyatt Place Scottsdale Old Town                        | Scottsdale, AZ      | 85251       | Sep 2006 | Dec 1998 | 126   | Υ      | ВВ   | B     | ВВ    | B    | ВВ     | J- 1. | ВВ    |        | BE    | , , | В     | BE   | 3 B  | В | BE  |     | _ | -   |    |      |       |    |    |         |         |     |
|             | Luxury Collection The Phoenician                       | Scottsdale, AZ      | 85251       | Jun 1994 | Oct 1988 | 645   | Υ      | ВВ   | В     | ВВ    | B    | ВВ     | B     | ВВ    | В      | BE    | B   | В     | BE   | 3 B  | В | BE  | 3 B |   | -   |    |      |       |    |    |         |         |     |
| 12031       | Marriott Scottsdale Suites Old Town                    | Scottsdale, AZ      | 85251       | May 1988 | May 1988 | 243   |        | B B  | B     | ВВ    | B    | ВВ     | B     | ВВ    | В      | BE    | B   | В     | BE   | 3  B | В | BE  | 3 B | В | В   |    |      |       |    |    |         |         |     |
| 9113        | The Saguaro Scottsdale                                 | Scottsdale, AZ      | 85251       | Apr 2016 | Jun 1975 | 194   | Υ      | B B  | В     | ВВ    | B    | ВВ     | B     | в в   | В      | BE    | B   | В     | BE   | 3  B | В | BE  | 3 B | В | В   |    |      |       |    |    |         |         |     |
| 11348       | The Scott Resort & Spa                                 | Scottsdale, AZ      | 85251       | Apr 2016 | Jun 1961 | 204   |        | B B  | B     | ВВ    | B    | ss     | S S   | ss    | s      | S S   | s   | S     | s s  | s    | В | s s | s   | s | S   |    |      |       |    |    |         |         |     |
| 57164       | W Hotel Scottsdale                                     | Scottsdale, AZ      | 85251       | Sep 2008 | Sep 2008 | 230   | Υ      | B B  | В     | ВВ    | B    | ВВ     | B     | в в   | В      | BE    | B   | В     | BE   | 3  B | В | BE  | 3 B | В | В   |    |      |       |    |    |         |         |     |
| 6769        | JW Marriott Camelback Inn Scottsdale Resort & Spa      | Scottsdale, AZ      | 85253       | Sep 1967 | Jun 1936 | 453   |        | ВВ   | В     | ВВ    | В    | ВВ     | В     | ВВ    | В      | BE    | В   | В     | BE   | 3 B  | В | BE  | 3 B | В | В   |    |      |       |    |    |         |         |     |
| 56000       | Omni Scottsdale Resort & Spa @ Montelucia              | Scottsdale, AZ      | 85253       | Jan 2014 | Nov 2008 | 293   |        | ВВ   | В     | ВВ    | B    | ВВ     | B     | в в   | В      | BE    | В   | В     | BE   | 3 B  | В | BE  | 3 B | В | В   |    |      |       |    |    |         |         |     |
| 11349       | Sanctuary On Camelback Mountain                        | Paradise Valley, AZ | 85253       | Mar 2001 | Jun 1970 | 109   | Υ      | ВВ   | В     | ВВ    | В    | ВВ     | В     | ВВ    | В      | BE    | В   | В     | BE   | 3 B  | В | BE  | В   | В | В   |    |      |       |    |    |         |         |     |
| 11337       | The Hermosa Inn  | Paradise Valley, AZ | 85253       | Nov 2009 | Jun 1930 | 43    | Υ      | s s  | S     | s s   | s s  | s s    | В     | в в   | В      | BE    | В   | В     | BE   | з В  | В | BE  | 3 В | В | В   |    |      |       |    |    |         |         |     |
| 9105        | The McCormick Scottsdale                               | Scottsdale, AZ      | 85253       | Apr 2001 | Jun 1975 | 125   | Υ      | ВВ   | В     | ВВ    | B    | ВВ     | В     | в в   | В      | BE    | В   | В     | BE   | 3 B  | В | BE  | 3 B | В | В   |    |      |       |    |    |         |         |     |
| 26312       | Fairmont Scottsdale Princess                           | Scottsdale, AZ      | 85255       | Oct 1999 | Jan 1988 | 750   | Υ      | ВВ   | В     | в в   | В    | ВВ     | В     | ВВ    | В      | BE    | В   | В     | BE   | 3 B  | В | BE  | 3 В | В | В   |    |      |       |    |    |         |         |     |
| 35503       | Springhill Suites Scottsdale North                     | Scottsdale, AZ      | 85255       | Mar 1999 | Feb 1998 | 121   | Υ      | s s  | S     | s s   | S S  | ss     | S     | ss    | S      | s s   | S   | S     | s s  | s    | S | s s | S   | S | S   |    |      |       |    |    |         |         |     |
| 56696       | Talking Stick Resort                                   | Scottsdale, AZ      | 85256       | Apr 2010 | Apr 2010 | 496   | Υ      | ВВ   | В     | в в   | В    | в в    | В     | ВВ    | В      | ВЕ    | В   | В     | ВЕ   | з В  | В | ВЕ  | 3 В | В | В   |    |      |       |    | Т  | Т       |         |     |
| 18806       | Destination Hotels The Scottsdale Resort @ McCormick R | Scottsdale, AZ      | 85258       | Sep 2015 | Jun 1976 | 326   | Υ      | ВВ   | В     | ВВ    | В    | ВВ     | В     | в в   | В      | ВЕ    | В   | В     | ВЕ   | 3 B  | В | ВЕ  | В   | В | В   |    |      |       |    |    |         |         |     |
| 26046       | Hyatt Regency @ Gainey Ranch                           | Scottsdale, AZ      | 85258       | Dec 1986 | Dec 1986 | 493   | Υ      | ВВ   | В     | в в   | В    | в в    | В     | в в   | В      | ВЕ    | В   | В     | ВЕ   | з В  | В | ВЕ  | з В | В | В   |    |      | П     |    | Т  | Т       |         |     |
|             | Marriott Scottsdale @ McDowell Mountain                | Scottsdale, AZ      | 85260       | May 1999 | May 1999 | 266   | Υ      | ВВ   | В     | ВВ    | В    | ВВ     | В     | в в   | В      | ВЕ    | В   | В     | ВЕ   | з В  | В | ВЕ  | В   | В | В   |    |      |       |    |    |         |         |     |
|             | Curio Collection Boulders Resort & Spa                 | Scottsdale, AZ      | 85262       |          | Jun 1985 | 160   |        | ВВ   | В     | в в   | В    | в в    | В     | ВВ    | В      | ВЕ    | В   | В     | ВЕ   | з В  | В | ВЕ  | ВВ  | В | В   |    |      |       |    |    |         |         |     |
|             | Four Seasons Resort Scottsdale @ Troon North           | Scottsdale, AZ      | 85262       |          |          | 210   |        | s s  | S     | s s   | S S  | ss     | s s   | s s   | s      | s s   |     |       |      | s    |   |     | s   | S | s   |    |      |       |    |    |         |         |     |
|             |  |                     | Total Prope | erties:  | 25       | 6942  |        | s -  | Montl | y Sec | ment | tation | (Tra  | nsier | it, Gr | roup. | Con | tract | ) Or | ıly  |   |     |     |   |     |    |      |       |    |    |         |         |     |
|             |  |                     |             |          |          |       |        | Ι.   |       | ·     |      |        |       | _     |        |       |     |       |      | -    |   |     |     |   |     |    |      |       |    |    |         |         |     |

<sup>-</sup> Montly Segmentation (Transient, Group, Contract) Only

Blank - No data received by STR

A blank row indicates insufficient data.

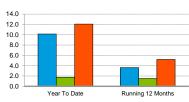
r - Monthly Additional Revenue Only

B - Both Segmentation and Additional Revenue

### **Monthly Percent Change**

#### 20 15 10 -5 -10 -15 Sep Aug Oct Nov Dec Jan Feb Mar May Jun Jul Aug Oct Nov Dec →Occupancy →ADR —RevPAR

## **Overall Percent Change**



| ■ Occupancy | = DovDAD |
|-------------|----------|

|                |           |           |           |           |           |            | Occuj      | pancy ——   | ADR —Re    | VPAK      |           |           |           |           |           |           |           |            |            |              | occupancy L | IADK ■REVPA | К               |            |
|----------------|-----------|-----------|-----------|-----------|-----------|------------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|--------------|-------------|-------------|-----------------|------------|
| Occupancy (%)  |           |           | 2016      |           |           |            |            |            |            |           | 2         | 1017      |           |           |           |           |           | 2018       |            | Year To Date |             | R           | unning 12 Monti | hs         |
| Occupancy (76) | Aug       | Sep       | Oct       | Nov       | Dec       | Jan        | Feb        | Mar        | Apr        | May       | Jun       | Jul       | Aug       | Sep       | Oct       | Nov       | Dec       | Jan        | 2016       | 2017         | 2018        | 2016        | 2017            | 2018       |
| This Year      | 58.8      | 67.7      | 71.7      | 72.0      | 56.3      | 68.9       | 87.3       | 91.0       | 81.1       | 72.4      | 64.1      | 55.0      | 59.2      | 66.5      | 75.4      | 74.6      | 65.4      | 75.9       | 73.9       | 68.9         | 75.9        | 71.5        | 69.7            | 72.2       |
| Last Year      | 56.6      | 66.3      | 79.1      | 75.7      | 63.2      | 73.9       | 87.0       | 91.9       | 76.4       | 70.0      | 63.2      | 55.7      | 58.8      | 67.7      | 71.7      | 72.0      | 56.3      | 68.9       | 76.3       | 73.9         | 68.9        | 71.2        | 71.5            | 69.7       |
| Percent Change | 3.9       | 2.2       | -9.3      | -4.9      | -10.9     | -6.8       | 0.3        | -1.0       | 6.2        | 3.3       | 1.4       | -1.3      | 0.7       | -1.8      | 5.1       | 3.6       | 16.1      | 10.1       | -3.1       | -6.8         | 10.1        | 0.5         | -2.6            | 3.6        |
| ADR            |           |           | 2016      |           |           |            |            |            |            |           | 2         | 1017      |           |           |           |           |           | 2018       |            | Year To Date |             | R           | unning 12 Monti | hs         |
| ADR            | Aug       | Sep       | Oct       | Nov       | Dec       | Jan        | Feb        | Mar        | Apr        | Mav       | Jun       | Jul       | Aug       | Sep       | Oct       | Nov       | Dec       | Jan        | 2016       | 2017         | 2018        | 2016        | 2017            | 2018       |
| This Year      | 93.25     | 131.29    | 150.93    | 154.83    | 132.02    | 178.67     | 208.90     | 245.54     | 183.53     | 136.15    | 100.85    | 94.18     | 92.76     | 118.88    | 152.54    | 148.69    | 128.72    | 181.82     | 185.09     | 178.67       | 181.82      | 149.23      | 153.05          | 155.39     |
| Last Year      | 91.44     | 120.02    | 146.32    | 145.42    | 127.54    | 185.09     | 199.98     | 235.98     | 171.57     | 134.31    | 101.48    | 94.49     | 93.25     | 131.29    | 150.93    | 154.83    | 132.02    | 178.67     | 212.60     | 185.09       | 178.67      | 140.66      | 149.23          | 153.05     |
| Percent Change | 2.0       | 9.4       | 3.2       | 6.5       | 3.5       | -3.5       | 4.5        | 4.0        | 7.0        | 1.4       | -0.6      | -0.3      | -0.5      | -9.5      | 1.1       | -4.0      | -2.5      | 1.8        | -12.9      | -3.5         | 1.8         | 6.1         | 2.6             | 1.5        |
|                |           |           | 2016      |           |           |            |            |            |            |           |           | 1017      |           |           |           |           |           | 2018       |            | Year To Date |             |             | unning 12 Monti | he         |
| RevPAR         | Aug       | Sep       | Oct       | Nov       | Dec       | Jan        | Feb        | Mar        | Apr        | May       | Jun       | Jul       | Aug       | Sep       | Oct       | Nov       | Dec       | Jan        | 2016       | 2017         | 2018        | 2016        | 2017            | 2018       |
| This Year      | 54.82     | 88.87     | 108.26    | 111.47    | 74.33     | 123.18     | 182.31     | 223.36     | 148.87     | 98.55     | 64.66     | 51.77     | 54.90     | 79.02     | 114.95    | 110.95    | 84.14     | 138.06     | 136.87     | 123.18       | 138.06      | 106.71      | 106.64          | 112.18     |
| Last Year      |           | 79.52     | 115.72    | 110.11    | 80.57     | 136.87     | 173.97     | 216.81     | 130.99     | 94.07     | 64.17     | 52.63     | 54.82     | 88.87     | 108.26    | 111.47    | 74.33     | 123.18     | 162.17     | 136.87       | 123.18      | 100.10      | 106.71          | 106.64     |
| Percent Change | 6.0       | 11.8      | -6.4      | 1.2       | -7.7      | -10.0      | 4.8        | 3.0        | 13.6       | 4.8       | 0.8       | -1.6      | 0.2       | -11.1     | 6.2       | -0.5      | 13.2      | 12.1       | -15.6      | -10.0        | 12.1        | 6.6         | -0.1            | 5.2        |
| Supply         |           |           | 2016      |           |           |            |            |            |            |           | 2         | 1017      |           |           |           |           |           | 2018       |            | Year To Date |             | R           | unning 12 Monti | hs         |
| Supply         | Aug       | Sep       | Oct       | Nov       | Dec       | Jan        | Feb        | Mar        | Apr        | May       | Jun       | Jul       | Aug       | Sep       | Oct       | Nov       | Dec       | Jan        | 2016       | 2017         | 2018        | 2016        | 2017            | 2018       |
| This Year      | 79,205    | 76,650    | 79,205    | 76,650    | 79,205    | 79,205     | 71,540     | 79,205     | 76,650     | 79,205    | 76,650    | 79,205    | 79,205    | 76,650    | 79,205    | 76,650    | 79,205    | 79,205     | 75,299     | 79,205       | 79,205      | 920,621     | 925,141         | 932,575    |
| Last Year      | 79,174    | 76,620    | 79,174    | 72,870    | 75,299    | 75,299     | 68,012     | 75,299     | 76,650     | 79,205    | 76,650    | 79,205    | 79,205    | 76,650    | 79,205    | 76,650    | 79,205    | 79,205     | 79,143     | 75,299       | 79,205      | 931,845     | 920,621         | 925,141    |
| Percent Change | 0.0       | 0.0       | 0.0       | 5.2       | 5.2       | 5.2        | 5.2        | 5.2        | 0.0        | 0.0       | 0.0       | 0.0       | 0.0       | 0.0       | 0.0       | 0.0       | 0.0       | 0.0        | -4.9       | 5.2          | 0.0         | -1.2        | 0.5             | 0.8        |
| Demand         |           |           | 2016      |           |           |            |            |            |            |           | 2         | 1017      |           |           |           |           |           | 2018       |            | Year To Date |             | R           | unning 12 Monti | hs         |
| Demand         | Aug       | Sep       | Oct       | Nov       | Dec       | Jan        | Feb        | Mar        | Apr        | May       | Jun       | Jul       | Aug       | Sep       | Oct       | Nov       | Dec       | Jan        | 2016       | 2017         | 2018        | 2016        | 2017            | 2018       |
| This Year      | 46,561    | 51,886    | 56,810    | 55,186    | 44,594    | 54,603     | 62,431     | 72,052     | 62,173     | 57,330    | 49,145    | 43,537    | 46,877    | 50,946    | 59,689    | 57,192    | 51,778    | 60,141     | 55,682     | 54,603       | 60,141      | 658,326     | 644,575         | 673,291    |
| Last Year      | 44,786    | 50,767    | 62,613    | 55,178    | 47,567    | 55,682     | 59,168     | 69,183     | 58,524     | 55,473    | 48,470    | 44,117    | 46,561    | 51,886    | 56,810    | 55,186    | 44,594    | 54,603     | 60,372     | 55,682       | 54,603      | 663,141     | 658,326         | 644,575    |
| Percent Change | 4.0       | 2.2       | -9.3      | 0.0       | -6.3      | -1.9       | 5.5        | 4.1        | 6.2        | 3.3       | 1.4       | -1.3      | 0.7       | -1.8      | 5.1       | 3.6       | 16.1      | 10.1       | -7.8       | -1.9         | 10.1        | -0.7        | -2.1            | 4.5        |
| D              |           |           | 2016      |           |           |            |            |            |            |           | 2         | 1017      |           |           |           |           |           | 2018       |            | Year To Date |             | R           | unning 12 Monti | ns         |
| Revenue        | Aug       | Sep       | Oct       | Nov       | Dec       | Jan        | Feb        | Mar        | Apr        | May       | Jun       | Jul       | Aug       | Sep       | Oct       | Nov       | Dec       | Jan        | 2016       | 2017         | 2018        | 2016        | 2017            | 2018       |
| This Year      | 4,341,709 | 6,812,097 | 8,574,520 | 8,544,398 | 5,887,215 | 9,756,176  | 13,042,137 | 17,691,440 | 11,410,857 | 7,805,676 | 4,956,250 | 4,100,358 | 4,348,481 | 6,056,531 | 9,104,910 | 8,504,034 | 6,664,669 | 10,935,111 | 10,306,080 | 9,756,176    | 10,935,111  | 98,242,734  | 98,652,585      | 104,620,45 |
| Last Year      | 4,095,160 | 6,093,167 | 9,161,641 | 8,024,070 | 6,066,668 | 10,306,080 | 11,832,154 | 16,325,862 | 10,040,738 | 7,450,547 | 4,918,554 | 4,168,615 | 4,341,709 | 6,812,097 | 8,574,520 | 8,544,398 | 5,887,215 | 9,756,176  | 12,834,858 | 10,306,080   | 9,756,176   | 93,274,775  | 98,242,734      | 98,652,58  |
| Percent Change | 6.0       | 11.8      | -6.4      | 6.5       | -3.0      | -5.3       | 10.2       | 8.4        | 13.6       | 4.8       | 0.8       | -1.6      | 0.2       | -11.1     | 6.2       | -0.5      | 13.2      | 12.1       | -19.7      | -5.3         | 12.1        | 5.3         | 0.4             | 6.0        |
| Canaua %       |           |           | 2016      |           |           |            |            |            |            |           | 2         | 1017      |           |           |           |           |           | 2018       |            |              |             |             |                 |            |
| Census %       | Aug       | Sep       | Oct       | Nov       | Dec       | Jan        | Feb        | Mar        | Apr        | May       | Jun       | Jul       | Aug       | Sep       | Oct       | Nov       | Dec       | Jan        |            |              |             |             |                 |            |
| Census Props   | 17        | 17        | 17        | 17        | 17        | 17         | 17         | 17         | 17         | 17        | 17        | 17        | 17        | 17        | 17        | 17        | 17        | 17         |            |              |             |             |                 |            |
| Census Rooms   | 2555      | 2555      | 2555      | 2555      | 2555      | 2555       | 2555       | 2555       | 2555       | 2555      | 2555      | 2555      | 2555      | 2555      | 2555      | 2555      | 2555      | 2555       |            |              |             |             |                 |            |
| a, b b iii i   |           |           |           |           |           |            |            |            |            |           |           |           |           |           |           |           |           |            |            |              |             |             |                 |            |

% Rooms Participants

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## Tab 8 - Response Scottsdale Downtown+

City of Scottsdale, AZ

For the Month of January 2018

|          |   |                |             |          |          |       |        | 2016 | 6     |       |         |      |       |     |     | 2017   |   |       |   |        |     |      | 2   | 018 |   |        |    |     |        |        |   |
|----------|---|----------------|-------------|----------|----------|-------|--------|------|-------|-------|---------|------|-------|-----|-----|--------|---|-------|---|--------|-----|------|-----|-----|---|--------|----|-----|--------|--------|---|
|          |   |                |             |          | Open     |       | Chg in |      |       |       |         | Т    |       |     | П   | $\top$ | П |       | П | $\top$ |     | Т    |     |     |   | $\top$ | Т  | Т   | $\Box$ | $\top$ | Т |
| STR Code | Name of Establishment                             | City & State   | Zip Code    | Aff Date | Date     | Rooms | Rms    | J    | F M   | AI    | M J     | J    | A S   | 0 1 | 1 D | J F    | M | A M   | J | J A    | S   | O N  | D,  | J F | M | A M    | _J | J A | S      | O N    | D |
| 32665    | aloft Scottsdale                                  | Scottsdale, AZ | 85251       | Apr 2016 | Jan 1996 | 126   | Υ      |      |       | 0     | •  •    | • •  | •  •  | • • | •   | • •    | • | •     | • | • •    | •   | • •  | • • |     |   |        |    |     |        |        |   |
| 56174    | Best Western Plus Sundial                         | Scottsdale, AZ | 85251       | Jul 2011 | Mar 2009 | 54    |        | • •  | •     | • •   | •       | • •  | •   • | • • | •   | • •    | • | •     | • | • •    | • • | •  • | • • |     |   |        |    |     |        |        |   |
| 32389    | Comfort Suites Old Town Scottsdale                | Scottsdale, AZ | 85251       | Jan 1996 | Jan 1996 | 60    |        | • •  | •     | • •   | •       | • •  | •   • | • • |     | • •    |   | •     | • | • •    | •   | • •  | • • |     |   |        |    |     |        |        |   |
| 37904    | Courtyard Scottsdale Old Town                     | Scottsdale, AZ | 85251       | May 1999 | May 1999 | 180   |        | •  • | •   • | • •   | •  •    | • •  | •  •  | • • |     | •  •   | • | •   • | • | •  •   | • • | •  • | • • | '   |   |        |    |     |        |        |   |
| 31968    | Extended Stay America Phoenix Scottsdale Old Town | Scottsdale, AZ | 85251       | Jan 2013 | Aug 1995 | 121   |        | • •  | •     | • •   | •  •    | • •  | •  •  | • • | •   | • •    | • | •     | • | • •    | •   | •  • | • • |     |   |        |    |     |        |        |   |
| 38821    | Hilton Garden Inn Scottsdale Old Town             | Scottsdale, AZ | 85251       | Aug 1999 | Aug 1999 | 199   |        | • •  | •     |       | •       | • •  | •     | • • |     | • •    |   | •     | • | • •    | •   | • •  | • • |     |   |        |    |     |        |        |   |
| 34598    | Holiday Inn Express & Suites Scottsdale Old Town  | Scottsdale, AZ | 85251       | Jan 2003 | Feb 1998 | 169   | Υ      | • •  | •     | • •   | •       | • •  | •   • | • • |     | • •    |   | •     | • | • •    | •   | • •  | • • |     |   |        |    |     |        |        |   |
| 7555     | Hotel Valley Ho                                   | Scottsdale, AZ | 85251       | Dec 2005 | Jun 1953 | 240   | Υ      | • •  | •     |       | •       | • •  | •     | • • |     | • •    |   | •     |   | • •    | •   | • •  | • • |     |   |        |    |     |        |        |   |
| 8073     | Howard Johnson Scottsdale Old Town                | Scottsdale, AZ | 85251       | Mar 2012 | Jun 1966 | 65    | Υ      | • •  | •     | • •   | •       | • •  | •   • | • • |     | • •    |   | •     | • | • •    | •   | • •  | • • |     |   |        |    |     |        |        |   |
| 36698    | Hyatt House Scottsdale Old Town                   | Scottsdale, AZ | 85251       | Jan 2012 | Oct 1998 | 164   |        | • •  | •     |       | •       |      | •     | • • | •   |        |   | •     | • | • •    | •   |      |     |     |   |        |    |     |        |        |   |
| 34426    | Hyatt Place Scottsdale Old Town                   | Scottsdale, AZ | 85251       | Sep 2006 | Dec 1998 | 126   | Υ      | • •  | •     | • •   | •  •    | • •  | •  •  | • • | •   | • •    | • | •     | • | • •    | •   | •  • | • • |     |   |        |    |     |        |        |   |
| 12031    | Marriott Scottsdale Suites Old Town               | Scottsdale, AZ | 85251       | May 1988 | May 1988 | 243   |        | • •  | •     |       | •       | • •  | •     | • • |     | • •    |   | •     |   | • •    | • • | • •  | • • |     |   |        |    |     |        |        |   |
| 6251     | Motel 6 Scottsdale                                | Scottsdale, AZ | 85251       | May 1967 | May 1967 | 122   |        | • •  | •     |       |         |      | •     |     |     |        |   | •     |   |        |     |      |     |     |   |        |    |     |        |        |   |
| 9113     | The Saguaro Scottsdale                            | Scottsdale, AZ | 85251       | Apr 2016 | Jun 1975 | 194   | Υ      | • •  | •     |       |         |      | •     | • • | •   |        |   | •     | • | • •    | •   |      |     |     |   |        |    |     |        |        |   |
| 11348    | The Scott Resort & Spa                            | Scottsdale, AZ | 85251       | Apr 2016 | Jun 1961 | 204   |        | • •  | •     |       |         |      | •     |     |     |        |   | •     |   |        |     |      |     |     |   |        |    |     |        |        |   |
| 57164    | W Hotel Scottsdale                                | Scottsdale, AZ | 85251       | Sep 2008 | Sep 2008 | 230   | Υ      | • •  |       |       |         |      | •     |     | •   |        |   |       | • |        | •   |      |     |     |   |        |    |     |        |        |   |
| 1828     | Magnuson Hotel Papago Inn                         | Scottsdale, AZ | 85257       | Sep 2014 | Jun 1964 | 58    |        | •    | •     |       | •       |      | •     |     | •   | • •    | • | •     | • | • •    | •   | •    |     |     |   |        |    |     |        |        |   |
|          |   |                | Total Prope | erties:  | 17       | 2555  |        | 0 -  | Mont  | hly d | lata re | ceiv | ed by | STR |     |        |   |       |   |        |     |      |     |     |   |        |    |     |        |        |   |

o - Monthly data received by STR

A blank row indicates insufficient data.

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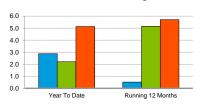
 <sup>-</sup> Monthly and daily data received by STR Blank - No data received by STR

Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report

### **Monthly Percent Change**

#### 20 15 10 -10 -15 Sep Oct Feb Mar May Jun Jul Aug Oct Nov Dec Jan Nov Dec Jan →Occupancy →ADR —RevPAR

### **Overall Percent Change**



2018

Jan

31 6904

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■Occupancy ■ADR ■RevPAR

|   |            |            |            |            |            |            | Occup      | Janey      | DIC —ICE   | VEAIX      |            |            |            |            |            |            |            |            |            |              | ccupancy   | ADIX BIXEVEA | IX.             |             |
|---|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|--------------|-----------------|-------------|
| 000000000000000000000000000000000000000 |            |            | 2016       |            |            |            |            |            |            |            | 20         | 017        |            |            |            |            |            | 2018       |            | Year To Date |            |              | Running 12 Mont | ıths        |
| Occupancy (%)                           | Aug        | Sep        | Oct        | Nov        | Dec        | Jan        | Feb        | Mar        | Apr        | May        | Jun        | Jul        | Aug        | Sep        | Oct        | Nov        | Dec        | Jan        | 2016       | 2017         | 2018       | 2016         | 2017            | 2018        |
| This Year                               | 49.6       | 58.1       | 67.6       | 68.9       | 53.3       | 68.1       | 82.6       | 89.2       | 79.1       | 67.0       | 56.9       | 49.2       | 53.1       | 54.8       | 67.4       | 69.1       | 57.3       | 70.1       | 70.3       | 68.1         | 70.1       | 65.9         | 66.0            | 66.3        |
| Last Year                               | 51.6       | 54.0       | 67.9       | 66.7       | 54.7       | 70.3       | 85.1       | 90.2       | 79.7       | 66.7       | 56.9       | 49.0       | 49.6       | 58.1       | 67.6       | 68.9       | 53.3       | 68.1       | 72.5       | 70.3         | 68.1       | 64.9         | 65.9            | 66.0        |
| Percent Change                          | -3.8       | 7.6        | -0.4       | 3.4        | -2.7       | -3.0       | -3.0       | -1.1       | -0.9       | 0.4        | -0.1       | 0.3        | 6.9        | -5.6       | -0.4       | 0.2        | 7.6        | 2.9        | -3.1       | -3.0         | 2.9        | 1.6          | 0.1             | 0.5         |
|   |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |              |            |              |                 |             |
| ADR                                     |            |            | 2016       |            |            |            |            |            |            |            | 20         | 017        |            |            |            |            |            | 2018       |            | Year To Date |            |              | Running 12 Mont | ths         |
| ADK                                     | Aug        | Sep        | Oct        | Nov        | Dec        | Jan        | Feb        | Mar        | Apr        | May        | Jun        | Jul        | Aug        | Sep        | Oct        | Nov        | Dec        | Jan        | 2016       | 2017         | 2018       | 2016         | 2017            | 2018        |
| This Year                               | 103.35     | 153.32     | 181.60     | 188.69     | 172.82     | 221.02     | 253.35     | 282.29     | 233.83     | 165.02     | 117.04     | 107.66     | 108.60     | 144.23     | 198.39     | 190.44     | 172.30     | 225.89     | 212.96     | 221.02       | 225.89     | 179.05       | 183.78          | 193.26      |
| Last Year                               | 105.17     | 145.24     | 179.81     | 176.00     | 159.44     | 212.96     | 237.00     | 261.46     | 203.89     | 158.35     | 115.82     | 107.04     | 103.35     | 153.32     | 181.60     | 188.69     | 172.82     | 221.02     | 241.28     | 212.96       | 221.02     | 172.02       | 179.05          | 183.78      |
| Percent Change                          | -1.7       | 5.6        | 1.0        | 7.2        | 8.4        | 3.8        | 6.9        | 8.0        | 14.7       | 4.2        | 1.1        | 0.6        | 5.1        | -5.9       | 9.2        | 0.9        | -0.3       | 2.2        | -11.7      | 3.8          | 2.2        | 4.1          | 2.6             | 5.2         |
|   |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |              |            |              |                 |             |
| RevPAR                                  |            |            | 2016       |            |            |            |            |            |            |            | 20         | 017        |            |            |            |            |            | 2018       |            | Year To Date |            | i            | Running 12 Mont | ths         |
| IVEVI AIV                               | Aug        | Sep        | Oct        | Nov        | Dec        | Jan        | Feb        | Mar        | Apr        | May        | Jun        | Jul        | Aug        | Sep        | Oct        | Nov        | Dec        | Jan        | 2016       | 2017         | 2018       | 2016         | 2017            | 2018        |
| This Year                               | 51.30      | 89.08      | 122.84     | 130.09     | 92.04      | 150.59     | 209.27     | 251.83     | 184.85     | 110.51     | 66.57      | 52.92      | 57.66      | 79.06      | 133.69     | 131.51     | 98.70      | 158.33     | 149.64     | 150.59       | 158.33     | 118.05       | 121.27          | 128.18      |
| Last Year                               | 54.28      | 78.43      | 122.11     | 117.37     | 87.26      | 149.64     | 201.72     | 235.85     | 162.60     | 105.62     | 65.92      | 52.47      | 51.30      | 89.08      | 122.84     | 130.09     | 92.04      | 150.59     | 174.97     | 149.64       | 150.59     | 111.61       | 118.05          | 121.27      |
| Percent Change                          | -5.5       | 13.6       | 0.6        | 10.8       | 5.5        | 0.6        | 3.7        | 6.8        | 13.7       | 4.6        | 1.0        | 0.9        | 12.4       | -11.2      | 8.8        | 1.1        | 7.2        | 5.1        | -14.5      | 0.6          | 5.1        | 5.8          | 2.7             | 5.7         |
|   |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |              |            |              |                 |             |
| Supply                                  |            |            | 2016       |            |            |            |            |            |            |            | 20         | 017        |            |            |            |            |            | 2018       |            | Year To Date |            |              | Running 12 Mont | ths         |
| Supply                                  | Aug        | Sep        | Oct        | Nov        | Dec        | Jan        | Feb        | Mar        | Apr        | May        | Jun        | Jul        | Aug        | Sep        | Oct        | Nov        | Dec        | Jan        | 2016       | 2017         | 2018       | 2016         | 2017            | 2018        |
| This Year                               | 202,523    | 195,990    | 202,740    | 196,200    | 208,971    | 209,033    | 189,168    | 209,436    | 202,680    | 202,771    | 196,230    | 202,771    | 202,771    | 196,230    | 207,421    | 200,730    | 207,421    | 214,024    | 206,398    | 209,033      | 214,024    | 2,410,522    | 2,420,954       | 2,431,653   |
| Last Year                               | 196,292    | 199,740    | 206,398    | 199,740    | 206,398    | 206,398    | 186,424    | 206,398    | 199,740    | 206,522    | 199,860    | 206,553    | 202,523    | 195,990    | 202,740    | 196,200    | 208,971    | 209,033    | 206,615    | 206,398      | 209,033    | 2,438,775    | 2,410,522       | 2,420,954   |
| Percent Change                          | 3.2        | -1.9       | -1.8       | -1.8       | 1.2        | 1.3        | 1.5        | 1.5        | 1.5        | -1.8       | -1.8       | -1.8       | 0.1        | 0.1        | 2.3        | 2.3        | -0.7       | 2.4        | -0.1       | 1.3          | 2.4        | -1.2         | 0.4             | 0.4         |
| _                                       |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |              |            |              |                 |             |
| Demand                                  |            |            | 2016       |            |            |            |            |            |            |            | 20         | 17         |            |            |            |            |            | 2018       |            | Year To Date |            |              | Running 12 Mont | ths         |
| Demana                                  | Aug        | Sep        | Oct        | Nov        | Dec        | Jan        | Feb        | Mar        | Apr        | May        | Jun        | Jul        | Aug        | Sep        | Oct        | Nov        | Dec        | Jan        | 2016       | 2017         | 2018       | 2016         | 2017            | 2018        |
| This Year                               | 100,538    | 113,869    | 137,134    | 135,275    | 111,296    | 142,426    | 156,254    | 186,836    | 160,219    | 135,789    | 111,613    | 99,672     | 107,647    | 107,568    | 139,778    | 138,614    | 118,814    | 150,009    | 145,035    | 142,426      | 150,009    | 1,589,342    | 1,597,441       | 1,612,813   |
| Last Year                               | 101,307    | 107,858    | 140,174    | 133,203    | 112,956    | 145,035    | 158,676    | 186,181    | 159,286    | 137,747    | 113,756    | 101,257    | 100,538    | 113,869    | 137,134    | 135,275    | 111,296    | 142,426    | 149,828    | 145,035      | 142,426    | 1,582,383    | 1,589,342       | 1,597,441   |
| Percent Change                          | -0.8       | 5.6        | -2.2       | 1.6        | -1.5       | -1.8       | -1.5       | 0.4        | 0.6        | -1.4       | -1.9       | -1.6       | 7.1        | -5.5       | 1.9        | 2.5        | 6.8        | 5.3        | -3.2       | -1.8         | 5.3        | 0.4          | 0.5             | 1.0         |
|   |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |              |            |              |                 |             |
| Revenue                                 |            |            | 2016       |            |            |            |            |            |            |            | 20         | 117        |            |            |            |            |            | 2018       |            | Year To Date |            |              | Running 12 Mont | ths         |
|   | Aug        | Sep        | Oct        | Nov        | Dec        | Jan        | Feb        | Mar        | Apr        | May        | Jun        | Jul        | Aug        | Sep        | Oct        | Nov        | Dec        | Jan        | 2016       | 2017         | 2018       | 2016         | 2017            | 2018        |
| This Year                               | 10,390,115 | 17,458,762 | 24,903,940 | 25,524,376 | 19,233,759 | 31,478,765 | 39,586,723 | 52,741,338 | 37,464,542 | 22,408,364 | 13,063,496 | 10,730,957 | 11,690,987 | 15,514,724 | 27,730,110 | 26,397,557 | 20,471,799 | 33,885,460 | 30,886,278 | 31,478,765   | 33,885,460 | 284,566,910  | 293,578,547     |             |
| Last Year                               | 10,654,540 | 15,665,791 | 25,204,227 | 23,444,194 | 18,009,260 | 30,886,278 | 37,606,034 | 48,679,384 | 32,477,174 | 21,812,846 | 13,175,282 | 10,838,110 | 10,390,115 | 17,458,762 | 24,903,940 | 25,524,376 | 19,233,759 | 31,478,765 | 36,151,213 | 30,886,278   | 31,478,765 | 272,196,102  | 284,566,910     | 293,578,547 |
| Percent Change                          | -2.5       | 11.4       | -1.2       | 8.9        | 6.8        | 1.9        | 5.3        | 8.3        | 15.4       | 2.7        | -0.8       | -1.0       | 12.5       | -11.1      | 11.3       | 3.4        | 6.4        | 7.6        | -14.6      | 1.9          | 7.6        | 4.5          | 3.2             | 6.2         |

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Census Rooms % Rooms Participants

Census Props

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## Tab 10 - Response Scottsdale Middle+

City of Scottsdale, AZ

For the Month of January 2018

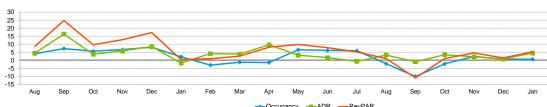
|          |  |                     |             |          |          |       |        | 201   | 6       |         |         |        |        |       | 201    | 7      |     |       |        |     |      | 2   | 2018   |     |     |        |        |     |        |
|----------|--|---------------------|-------------|----------|----------|-------|--------|-------|---------|---------|---------|--------|--------|-------|--------|--------|-----|-------|--------|-----|------|-----|--------|-----|-----|--------|--------|-----|--------|
|          |  |                     |             |          | Open     |       | Chg in |       | $\Box$  |         |         | $\Box$ |        |       | $\top$ | $\top$ |     |       | $\Box$ | П   |      |     | $\top$ |     | П   | $\Box$ | $\Box$ | П   | $\Box$ |
| STR Code | Name of Establishment                                  | City & State        | Zip Code    |          | Date     | Rooms | Rms    | J     | F M     | A M     | JJ      | A      | s o    | NE    | ) J    | F M    | A   | VI J  | JA     | S   | O N  | D,  | J F    | M A | A M | JJ     | AS     | 0 8 | 1 D    |
| 11338    | The Unbound Collection Royal Palms Resort & Spa        | Phoenix, AZ         | 85018       | Jul 2016 | Jun 1948 | 119   | Υ      | •     | • •     | •  •    | • •     | •      | •      | • •   |        | • •    |     | •     | • •    | •   | •  • | • • | ,      |     |     |        |        |     |        |
|          | Courtyard Scottsdale Salt River                        | Scottsdale, AZ      | 85250       | Apr 2012 | Apr 2012 | 158   |        | •     | •  •  • | • •     | • •     | •      | •      | • •   |        | • •    |     | •     | • •    |     | •  • | • • | ,      |     |     |        |        |     |        |
|          | DoubleTree Paradise Valley Resort Scottsdale           | Scottsdale, AZ      | 85250       | Jul 1995 | Jun 1984 | 378   |        |       | • •     | •  •    | • •     | •      | •      | • •   |        | • •    |     | •   • | • •    | •   | •  • | • • | ,      |     |     |        |        |     |        |
|          | Embassy Suites Scottsdale Resort                       | Scottsdale, AZ      | 85250       | Jul 2016 | Nov 1980 | 312   | Υ      | •     | •  •  • | • •     | • •     | •      | •   •  | • •   |        | •  •   | • • | •     | • •    | •   | •  • | • • | ,      |     |     |        |        |     |        |
| 9678     | Hilton Scottsdale Resort & Villas                      | Scottsdale, AZ      | 85250       | Jan 2000 | Jan 1973 | 235   | Υ      | •     | • •     | •  •    | • •     | •      | •      | • •   |        | • •    |     | •     | • •    | •   | •  • | • • | ,      |     |     |        |        |     |        |
| 40       | Hotel Adeline  | Scottsdale, AZ      | 85250       | Jan 2018 | Dec 1970 | 213   | Υ      | •     | • •     | • •     | • •     | •      | •      | • •   |        | • •    | •   |       |        |     |      |     |        |     |     |        |        |     |        |
| 26577    | Luxury Collection The Phoenician                       | Scottsdale, AZ      | 85251       | Jun 1994 | Oct 1988 | 645   | Υ      |       | • •     | •  •    | • •     | •      | •      | • •   |        | • •    |     | •   • | • •    | •   | •  • | • • | ,      |     |     |        |        |     |        |
| 6251     | Motel 6 Scottsdale                                     | Scottsdale, AZ      | 85251       | May 1967 | May 1967 | 122   |        | •     | • •     | • •     | • •     | •      | •      | • •   |        | • •    | • • | •     | • •    |     | •    | • • | ,      |     |     |        |        |     |        |
| 64656    | Andaz Scottsdale Resort & Spa                          | Scottsdale, AZ      | 85253       | Dec 2016 | Dec 2016 | 201   |        |       |         |         |         |        |        | 0     |        | • •    |     | •   • | • •    | •   | •  • | • • | ,      |     |     |        |        |     |        |
| 31031    | Hampton Inn & Suites Phoenix Scottsdale Shea Boulevard | Scottsdale, AZ      | 85253       | Oct 2017 | Jan 1995 | 150   | Υ      |       | • •     | • •     | •       |        |        |       |        |        |     |       |        | 0   | •    |     | ,      |     |     |        |        |     |        |
| 33091    | Homewood Suites Phoenix Scottsdale                     | Scottsdale, AZ      | 85253       | Aug 1997 | Aug 1997 | 114   |        |       | • •     | •  •    | • •     | •      | •      | • •   |        | • •    |     | •   • | • •    |     | •  • | • • | ,      |     |     |        |        |     |        |
| 6769     | JW Marriott Camelback Inn Scottsdale Resort & Spa      | Scottsdale, AZ      | 85253       | Sep 1967 | Jun 1936 | 453   |        | •     | • •     | • •     | • •     | •      | •      | • •   |        | • •    | • • | •     | • •    |     | •    | • • | ,      |     |     |        |        |     |        |
| 56000    | Omni Scottsdale Resort & Spa @ Montelucia              | Scottsdale, AZ      | 85253       | Jan 2014 | Nov 2008 | 293   |        |       | • •     | •  •    | • •     | •      | •      | • •   |        | • •    |     | •   • | • •    |     | •  • | • • | ,      |     |     |        |        |     |        |
| 16097    | Residence Inn Scottsdale Paradise Valley               | Scottsdale, AZ      | 85253       | Jan 1991 | Jan 1991 | 122   |        |       | • •     | • •     | • •     |        | •      | • •   |        | • •    | • • | •     | • •    |     | •    |     | ,      |     |     |        |        |     |        |
| 11349    | Sanctuary On Camelback Mountain                        | Paradise Valley, AZ | 85253       | Mar 2001 | Jun 1970 | 109   | Υ      |       | • •     | • •     | • •     |        | •      | • •   |        | • •    |     | •     | • •    |     | •  • | • • | ,      |     |     |        |        |     |        |
| 11337    | The Hermosa Inn  | Paradise Valley, AZ | 85253       | Nov 2009 | Jun 1930 | 43    | Υ      |       | • •     | • •     | • •     |        | •      | • •   |        | • •    | • • | •     | • •    |     | •    |     | ,      |     |     |        |        |     |        |
| 9105     | The McCormick Scottsdale                               | Scottsdale, AZ      | 85253       | Apr 2001 | Jun 1975 | 125   | Υ      |       | • •     | •  •    | • •     | •      | •      | • •   |        | • •    |     | •   • | • •    | •   | •  • | • • | ,      |     |     |        |        |     |        |
| 1288     | The Scottsdale Plaza Resort                            | Scottsdale, AZ      | 85253       | Mar 1990 | Jun 1972 | 404   |        | •     | • •     | • •     | • •     | •      | •      | • •   |        | • •    | • • | •     | • •    |     | •    | • • | ,      |     |     |        |        |     |        |
| 35018    | Extended Stay America Phoenix Scottsdale               | Scottsdale, AZ      | 85254       | Feb 2013 | Sep 1997 | 106   |        |       | • •     | •  •    | • •     | •      | •      | • •   |        | • •    |     | •   • | • •    | •   | •  • | • • | ,      |     |     |        |        |     |        |
| 61809    | Hampton Inn Suites Scottsdale Riverwalk                | Scottsdale, AZ      | 85256       | Feb 2012 | Feb 2012 | 101   |        | •     | • •     | • •     | • •     | •      | •      | • •   |        | • •    | • • | •     | • •    |     | •    | • • | ,      |     |     |        |        |     |        |
| 56696    | Talking Stick Resort                                   | Scottsdale, AZ      | 85256       | Apr 2010 | Apr 2010 | 496   | Υ      |       | • •     | • •     | • •     |        | •      | • •   |        | • •    |     | •     | • •    |     | •  • | • • | ,      |     |     |        |        |     |        |
| 18805    | Days Inn & Suites Scottsdale North                     | Scottsdale, AZ      | 85258       | Dec 2012 | Jun 1984 | 100   | Υ      |       | • •     |         |         | •      | •      |       |        | • •    |     |       | • •    | •   |      |     | ,      |     |     |        |        |     |        |
| 18806    | Destination Hotels The Scottsdale Resort @ McCormick R | Scottsdale, AZ      | 85258       | Sep 2015 | Jun 1976 | 326   | Υ      |       | .  •  • | • •     | • •     |        | •      | • •   |        | • •    |     |       | • •    |     | •    | • • |        |     |     |        |        |     |        |
| 37574    | Gainey Suites  | Scottsdale, AZ      | 85258       | Jan 1999 | Jan 1999 | 162   |        | •     | • •     | • •     | • •     | •      | •      | • •   |        | • •    | • • | •     | • •    |     | •    | • • | ,      |     |     |        |        |     |        |
| 32601    | Holiday Inn Express Scottsdale North                   | Scottsdale, AZ      | 85258       | Jan 2011 | Jan 1996 | 122   | Υ      |       | • •     | • •     | • •     |        | •      | • •   |        | • •    |     | •     | • •    |     | •  • | • • | ,      |     |     |        |        |     |        |
| 26046    | Hyatt Regency @ Gainey Ranch                           | Scottsdale, AZ      | 85258       | Dec 1986 | Dec 1986 | 493   | Υ      |       | • •     |         |         | •      | •      |       |        | • •    |     |       | • •    | •   |      |     | ,      |     |     |        |        |     | $\Box$ |
| 24075    | Courtyard Scottsdale @ Mayo Clinic                     | Scottsdale, AZ      | 85259       | Jan 1989 | Jan 1989 | 124   |        |       |         |         |         |        | •      |       |        | • •    |     |       |        |     | •    |     | ,      |     |     |        |        |     |        |
| 34261    | La Quinta Inns & Suites Phoenix Scottsdale             | Scottsdale, AZ      | 85260       | Dec 1996 | Dec 1996 | 140   |        |       | • •     |         |         | •      | •      |       |        | • •    |     |       | • •    | •   |      |     | ,      |     |     |        |        |     | $\Box$ |
| 32463    | Scottsdale Suites On Shea                              | Scottsdale, AZ      | 85260       | Jan 2018 | Dec 1995 | 162   |        |       | .  •  • | • •     | • •     |        | •      | • •   |        | • •    |     |       | • •    |     | •    |     |        |     |     |        |        |     |        |
| 39563    | TownePlace Suites Scottsdale                           | Scottsdale, AZ      | 85260       | Feb 2000 | Feb 2000 | 130   | Υ      | •     | • •     | • •     | • •     | •      | •      | • •   |        | • •    | • • | •     | • •    |     | •    | • • | ,      |     |     |        |        |     |        |
| 53800    | Wekopa Resort & Conference Center                      | Fort McDowell, AZ   | 85264       | Oct 2014 | Dec 2005 | 246   |        | 1- 1- | 0 0     | -   -   |         | 0 0    |        |       | 0      | 0 0    | 0 0 | 0     | 0 0    | 0 0 | 0    | 0 0 |        |     |     |        |        |     |        |
|          |  |                     | Total Prope | erties:  | 31       | 6904  |        |       | Month   |         |         |        |        |       |        |        |     |       |        |     |      |     |        |     |     |        |        |     |        |
|          |  |                     |             |          |          |       |        | • -   | Month   | nly and | d daily | data d | receiv | ved b | y STF  | 2      |     |       |        |     |      |     |        |     |     |        |        |     |        |
|          |  |                     |             |          |          |       |        | Blan  | ık - No | data    | receiv  | ed by  | STR    |       |        |        |     |       |        |     |      |     |        |     |     |        |        |     |        |
|          |  |                     |             |          |          |       |        | Blan  | ık - No | data    | receiv  | ed by  | STR    |       | -      |        |     |       |        |     |      |     |        |     |     |        |        |     |        |

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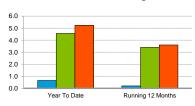
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Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report

## **Monthly Percent Change**



## **Overall Percent Change**



|                |                  |                  |               |                  |                  |                  | →-Occup    | ancyA         | DR —Re        | /PAR             |                  |               |               |               |               |               |                  |                  |                  | <b>©</b> O     | ccupancy       | ADR RevPAI       | R                       |                |
|----------------|------------------|------------------|---------------|------------------|------------------|------------------|------------|---------------|---------------|------------------|------------------|---------------|---------------|---------------|---------------|---------------|------------------|------------------|------------------|----------------|----------------|------------------|-------------------------|----------------|
| 2(0/)          |                  |                  | 2016          |                  |                  |                  |            |               |               |                  | 2                | 017           |               |               |               |               |                  | 2018             |                  | Year To Date   |                | R                | unning 12 Monti         | hs             |
| Occupancy (%)  | Aug              | Sep              | Oct           | Nov              | Dec              | Jan              | Feb        | Mar           | Apr           | May              | Jun              | Jul           | Aug           | Sep           | Oct           | Nov           | Dec              | Jan              | 2016             | 2017           | 2018           | 2016             | 2017                    | 2018           |
| This Year      | 59.3             | 65.3             | 73.9          | 72.7             | 62.1             | 71.5             | 80.6       | 85.6          | 77.7          | 73.0             | 65.5             | 60.2          | 58.0          | 58.7          | 72.3          | 74.4          | 62.5             | 71.9             | 69.9             | 71.5           | 71.9           | 67.6             | 69.8                    | 70.0           |
| Last Year      | 57.0             | 60.9             | 70.0          | 68.2             | 57.4             | 69.9             | 83.1       | 86.7          | 78.8          | 68.5             | 61.7             | 56.9          | 59.3          | 65.3          | 73.9          | 72.7          | 62.1             | 71.5             | 73.9             | 69.9           | 71.5           | 68.9             | 67.6                    | 69.8           |
| Percent Change | 4.0              | 7.3              | 5.6           | 6.6              | 8.1              | 2.2              | -3.0       | -1.2          | -1.4          | 6.6              | 6.1              | 5.9           | -2.1          | -10.1         | -2.2          | 2.4           | 0.7              | 0.7              | -5.4             | 2.2            | 0.7            | -1.9             | 3.3                     | 0.2            |
|                |                  |                  |               |                  |                  |                  |            |               |               |                  |                  | 017           |               |               |               |               |                  | 2018             |                  | Year To Date   |                | _                |                         |                |
| ADR            | •                |                  | 2016          |                  | D                |                  | Feb        |               | •             |                  |                  |               | •             | 0             | 0-4           |               | D                |                  | 204.0            |                | 2040           |                  | unning 12 Month         |                |
| This Year      | Aug              | Sep              | Oct<br>239.10 | Nov              | Dec              | Jan              | 309.60     | Mar<br>331.95 | Apr<br>292.71 | May              | Jun              | Jul<br>128.75 | Aug<br>125.99 | Sep<br>195.53 | Oct<br>247.21 | Nov<br>237.60 | Dec              | Jan              | 2016             | 2017<br>268.72 | 2018<br>280.97 | 2016             | 2017                    | 2018           |
| Last Year      | 122.02<br>116.95 | 197.49<br>169.73 | 239.10        | 232.66<br>219.91 | 205.56<br>189.48 | 268.72<br>273.40 | 297.41     | 331.95        | 266.94        | 218.20<br>211.64 | 147.36<br>145.00 | 128.75        | 125.99        | 195.53        | 239.10        | 237.60        | 206.99<br>205.56 | 280.97<br>268.72 | 273.40<br>291.56 | 273.40         | 268.72         | 217.43<br>208.55 | 226.02<br>217.43        | 233.7<br>226.0 |
| Percent Change | 4.3              | 169.73           | 3.8           | 5.8              | 8.5              | -1.7             | 4.1        | 3.8           | 9.7           | 3.1              | 145.00           | -0.7          | 3.3           | -1.0          | 3.4           | 232.00        | 0.7              | 4.6              | -6.2             | -1.7           | 4.6            | 4.3              | 4.0                     | 3.4            |
| reicent Change | 4.3              | 10.4             | 3.0           | 5.0              | 0.0              | -1.7             | 4.1        | 3.0           | 9.1           | 3.1              | 1.0              | -0.7          | 3.3           | -1.0          | 3.4           | 2.1           | 0.7              | 4.0              | -0.2             | -1.7           | 4.0            | 4.3              | 4.0                     | 3.4            |
| RevPAR         |                  |                  | 2016          |                  |                  |                  |            |               |               |                  | 2                | 017           |               |               |               |               |                  | 2018             |                  | Year To Date   |                | R                | unning 12 Month         | hs             |
| NOVI AIL       | Aug              | Sep              | Oct           | Nov              | Dec              | Jan              | Feb        | Mar           | Apr           | May              | Jun              | Jul           | Aug           | Sep           | Oct           | Nov           | Dec              | Jan              | 2016             | 2017           | 2018           | 2016             | 2017                    | 2018           |
| This Year      | 72.32            | 129.03           | 176.75        | 169.23           | 127.64           | 192.03           | 249.42     | 284.12        | 227.42        | 159.19           | 96.53            | 77.55         | 73.09         | 114.79        | 178.68        | 176.89        | 129.46           | 202.10           | 191.21           | 192.03         | 202.10         | 147.01           | 157.82                  | 163.5          |
| Last Year      | 66.65            | 103.37           | 161.27        | 150.06           | 108.85           | 191.21           | 247.02     | 277.14        | 210.41        | 144.89           | 89.49            | 73.77         | 72.32         | 129.03        | 176.75        | 169.23        | 127.64           | 192.03           | 215.52           | 191.21         | 192.03         | 143.71           | 147.01                  | 157.8          |
| Percent Change | 8.5              | 24.8             | 9.6           | 12.8             | 17.3             | 0.4              | 1.0        | 2.5           | 8.1           | 9.9              | 7.9              | 5.1           | 1.1           | -11.0         | 1.1           | 4.5           | 1.4              | 5.2              | -11.3            | 0.4            | 5.2            | 2.3              | 7.4                     | 3.6            |
| O h.           |                  |                  | 2016          |                  |                  |                  |            |               |               |                  | 2                | 017           |               |               |               |               |                  | 2018             |                  | Year To Date   |                | R                | unning 12 Month         | hs             |
| Supply         | Aug              | Sep              | Oct           | Nov              | Dec              | Jan              | Feb        | Mar           | Apr           | May              | Jun              | Jul           | Aug           | Sep           | Oct           | Nov           | Dec              | Jan              | 2016             | 2017           | 2018           | 2016             | 2017                    | 2018           |
| This Year      | 90.644           | 87,720           | 90,644        | 87,720           | 90,644           | 90,644           | 81,872     | 90,644        | 87,720        | 90,644           | 87,720           | 90,644        | 90,644        | 87,720        | 90,644        | 87,720        | 90,644           | 90,644           | 87,854           | 90,644         | 90.644         | 1.034.410        | 1,060,262               | 1,067,2        |
| Last Year      | 87,854           | 85,020           | 87,854        | 85,020           | 87,854           | 87,854           | 79,352     | 87,854        | 85,020        | 90,985           | 88,050           | 90,985        | 90,644        | 87,720        | 90,644        | 87,720        | 90,644           | 90,644           | 87,854           | 87,854         | 90,644         | 1,034,466        | 1,034,410               | 1,060,2        |
| Percent Change | 3.2              | 3.2              | 3.2           | 3.2              | 3.2              | 3.2              | 3.2        | 3.2           | 3.2           | -0.4             | -0.4             | -0.4          | 0.0           | 0.0           | 0.0           | 0.0           | 0.0              | 0.0              | 0.0              | 3.2            | 0.0            | 0.0              | 2.5                     | 0.7            |
|                |                  |                  | 2042          |                  |                  |                  |            |               |               |                  |                  | 017           |               |               |               |               |                  | 2018             |                  | Year To Date   |                |                  | unning 12 Month         |                |
| Demand         | Aug              | Sep              | 2016<br>Oct   | Nov              | Dec              | Jan              | Feb        | Mar           | Apr           | May              | Jun              | Jul           | Aug           | Sep           | Oct           | Nov           | Dec              | Jan              | 2016             | 2017           | 2018           | 2016             | unning 12 Wonti<br>2017 | ns 2018        |
| This Year      | 53.720           | 57,312           | 67,006        | 63.806           | 56,285           | 64.774           | 65,959     | 77,583        | 68.153        | 66.130           | 57,460           | 54,598        | 52,583        | 51,499        | 65,516        | 65,307        | 56,694           | 65,198           | 61,443           | 64.774         | 65.198         | 699,386          | 740,340                 | 746,68         |
| Last Year      | 50,070           | 51,781           | 61,481        | 58,017           | 50,471           | 61,443           | 65,907     | 76,134        | 67,016        | 62,289           | 54.340           | 51,751        | 53,720        | 57,312        | 67,006        | 63,806        | 56,285           | 64,774           | 64,942           | 61,443         | 64,774         | 712,860          | 699,386                 | 740,34         |
| Percent Change | 7.3              | 10.7             | 9.0           | 10.0             | 11.5             | 5.4              | 0.1        | 1.9           | 1.7           | 6.2              | 5.7              | 5.5           | -2.1          | -10.1         | -2.2          | 2.4           | 0.7              | 0.7              | -5.4             | 5.4            | 0.7            | -1.9             | 5.9                     | 0.9            |
|                |                  |                  |               |                  |                  |                  |            |               |               |                  |                  |               |               |               |               |               |                  |                  |                  |                |                |                  |                         |                |
| Revenue        |                  |                  | 2016          |                  |                  |                  |            |               |               |                  | 2                | 017           |               |               |               |               |                  | 2018             |                  | Year To Date   |                |                  | unning 12 Month         |                |
|                | Aug              | Sep              | Oct           | Nov              | Dec              | Jan              | Feb        | Mar           | Apr           | May              | Jun              | Jul           | Aug           | Sep           | Oct           | Nov           | Dec              | Jan              | 2016             | 2017           | 2018           | 2016             | 2017                    | 2018           |
| This Year      | 6,555,126        | 11,318,318       | 16,021,320    | 14,845,082       | 11,569,904       | 17,406,073       | 20,420,779 | 25,753,492    | 19,949,263    | 14,429,404       | 8,467,220        | 7,029,590     | 6,625,037     | 10,069,495    | 16,196,029    | 15,516,693    | 11,734,868       | 18,318,882       | 16,798,651       | 17,406,073     | 18,318,882     | 152,064,833      | 167,329,000             | 174,510        |
| Last Year      | 5,855,554        | 8,788,598        | 14,168,256    | 12,758,242       | 9,563,175        | 16,798,651       | 19,601,513 | 24,348,259    | 17,888,917    | 13,183,094       | 7,879,486        | 6,711,908     | 6,555,126     | 11,318,318    | 16,021,320    | 14,845,082    | 11,569,904       | 17,406,073       | 18,934,308       | 16,798,651     | 17,406,073     | 148,664,037      | 152,064,833             | 167,329        |
| Percent Change | 11.9             | 28.8             | 13.1          | 16.4             | 21.0             | 3.6              | 4.2        | 5.8           | 11.5          | 9.5              | 7.5              | 4.7           | 1.1           | -11.0         | 1.1           | 4.5           | 1.4              | 5.2              | -11.3            | 3.6            | 5.2            | 2.3              | 10.0                    | 4.3            |
|                |                  |                  | 2016          |                  |                  |                  |            |               |               |                  | 2                | 017           |               |               |               |               |                  | 2018             |                  |                |                |                  |                         |                |
| Census %       |                  |                  | 2010          |                  |                  |                  |            |               |               |                  | 2                | 017           |               |               |               |               |                  |                  |                  |                |                |                  |                         |                |

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## Tab 12 - Response Scottsdale North+

City of Scottsdale, AZ

For the Month of January 2018

|          |   |                |             |          |              |       |        | 2010 | 6    |      |         |       |        |       |      | 201 | 7    |               |     |       |   |      |   | 2   | 2018 |     |     |         |          |     |         |
|----------|---|----------------|-------------|----------|--------------|-------|--------|------|------|------|---------|-------|--------|-------|------|-----|------|---------------|-----|-------|---|------|---|-----|------|-----|-----|---------|----------|-----|---------|
| STR Code | Name of Establishment                               | City & State   | Zip Code    | Aff Date | Open<br>Date | Rooms | Chg in |      | Е М  | _    | м       |       | Δ ς    |       | N D  |     | F    | , A           | м   |       | _ | ٠,   | N | П   | ı e  | м   | ДМ  |         |          | S 0 | N D     |
|          | Extended Stay America Phoenix Scottsdale North      | Scottsdale, AZ |             | Jun 1997 |              | 120   |        | -    | -    | -    |         | -     | -      | -     |      | -   | -    | $\overline{}$ | -   |       | - | -    | - | -   | -    | 141 | 7 1 | , u     | <u> </u> |     | 14 6    |
|          |   |                |             |          |              |       |        |      |      |      |         |       |        |       |      |     |      |               |     |       |   |      |   |     |      |     |     |         |          |     |         |
|          | Westin Kierland Resort & Spa                        | Scottsdale, AZ |             | Nov 2002 |              | 732   |        | • •  | •    | • •  | •       | •     | • •    | • •   | • •  | •   | • •  | •             | • ( | •     | • | • •  | • | •   | •    |     |     | $\perp$ | $\perp$  |     | $\perp$ |
| 26312 F  | Fairmont Scottsdale Princess                        | Scottsdale, AZ | 85255       | Oct 1999 | Jan 1988     | 750   | Υ      | • •  | •    | •    | • •     | •     | • •    | •     | • •  | •   | • •  | •             | • ( | •     | • | • •  | • | •   | •    |     |     |         |          |     |         |
| 53188 H  | Hilton Garden Inn Scottsdale North Perimeter Center | Scottsdale, AZ | 85255       | Mar 2005 | Mar 2005     | 122   |        | • •  | •    | •    | •       | •     | • •    | •     | • •  | •   | •  • | •             | •   | •     | • | • •  | • | • • | •    |     |     |         |          |     |         |
| 47255 F  | Residence Inn Scottsdale North                      | Scottsdale, AZ | 85255       | Dec 2002 | Dec 2002     | 120   |        | • •  | •  • | •    | •       | •     | • •    | •     | •  • | •   | •  • | •             | •   | •  •  | • | • •  | • | •   | •    |     |     |         |          |     |         |
| 9177     | Best Western Plus Scottsdale Thunderbird Suites     | Scottsdale, AZ | 85260       | Jan 2014 | Jun 1985     | 120   |        | • •  | •    | •    | •       | •     | • •    | •     | • •  | •   | •  • | •             | •   | •     | • | • •  | • | • • | •    |     |     |         |          |     |         |
| 53075 H  | Holiday Inn Scottsdale North Airpark                | Scottsdale, AZ | 85260       | Dec 2014 | Dec 2004     | 117   |        | • •  | •  • | •    | •       | •     | • •    | •     | •  • | •   | •  • | •             | •   | •  •  | • | • •  | • | •   | •    |     |     |         |          |     |         |
| 38398    | Marriott Scottsdale @ McDowell Mountain             | Scottsdale, AZ | 85260       | May 1999 | May 1999     | 266   | Υ      | • •  | •  • | •    | •       | •     | • •    | •     | •  • | •   | •  • | •             | •   | •  •  | • | •  • | • | • • | •    |     |     |         |          |     |         |
| 18818    | Curio Collection Boulders Resort & Spa              | Scottsdale, AZ | 85262       | Apr 2015 | Jun 1985     | 160   |        | • •  | •  • | •    | •       | •     | • •    | •     | • •  | •   | • •  | •             | •   | •  •  | • | • •  | • | •   | •    |     |     |         |          |     |         |
| 36856 F  | Four Seasons Resort Scottsdale @ Troon North        | Scottsdale, AZ | 85262       | Dec 1999 | Dec 1999     | 210   |        | • •  | •    | •    | •       | •     | • •    |       | • •  | •   | •  • | •             | •   | •     | • | • •  | • | •   | •    |     |     |         |          |     |         |
| 11283    | Carefree Resort & Conference Center                 | Carefree, AZ   | 85377       | Sep 1996 | Jun 1963     | 207   | Υ      | •    | •    | •    | • •     | •     | • •    | •     | • •  | •   | • •  | •             | •   | •  •_ | • | • •  | • | •   | •    |     |     |         |          |     |         |
|          |   |                | Total Prope | erties:  | 11           | 2924  |        | 0 -  | Mont | thly | lata re | eceiv | ved by | y STF | 3    |     |      |               |     |       |   |      |   |     |      |     |     |         |          |     |         |

Blank - No data received by STR

A blank row indicates insufficient data.

 <sup>-</sup> Monthly and daily data received by STR

Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report



# How can we assist you?

## Glossary:

For all STR definitions, please visit www.str.com/resources/glossary

## Frequently Asked Questions (FAQ):

For all STR FAQs, please click here or visit www.str.com/resources/faq

Please visit our website at www.str.com, or if you need additional assistance please reach out to our Customer Support team.

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Tourism & Events Department 7506 E. Indian School Road Scottsdale, AZ 85251 480.312.7177

To: Linda Dillenbeck, Vice Chairperson

**Tourism Development Commission** 

From: Steve Geiogamah, Tourism Development Manager

Date: March 20, 2018

Subject: Manager Report – STR Regional Data Profile

The following is a regional profile summary based on STR data that is collected for the Downtown, Central, and Northern Scottsdale market areas.

## **Downtown Scottsdale Trend Report**

17 properties are included in the report with a total of 2,555 rooms available
The average number of rooms for the area is 150
Room Revenue for the Downtown area for the past twelve months is \$104,620,454
Total rooms in the downtown area produced \$40,947 per room over the past twelve months

Downtown ADR and REV par for the past twelve months is \$155.39 and \$112.18 respectively

## **Central Scottsdale Trend Report**

31 properties are included in the report with a total of 6,904 rooms available. The average number of rooms for the area is 222

Room Revenue for the middle area for the past twelve months is \$311,686,057 Total rooms in the central area produced \$45,145 per room over the past twelve months Central ADR and REV par for the past twelve months is \$193.26 and \$128.18 respectively

## **North Scottsdale Trend Report**

11 properties are included in the report with a total of 2,924 rooms available
The average number of rooms for the area is 265
Room Revenue for the Northern area for the past twelve months is \$174,510,752
Total rooms in the northern area produced \$59,682per room over the past twelve months

Northern ADR and REV par for the past twelve months is \$233.72 and \$163.51 respectively